



WHITWORTH & BALLOU

**Bid Event No. EVT0002068
Advertising & Media Buys**

**Submitted by:
WhitworthBallou LLC
December 16, 2013**

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**Bid Event No. EVT0002068
Advertising & Media Buys**

**Submitted by:
WhitworthBallou LLC
December 16, 2013**

QUALIFICATIONS

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Signature Sheet

Amendment 1

Vendor Questions

Certificates of Tax Clearance

Certification for Immigration

Event Details

**Bid Event No. EVT0002068
Advertising & Media Buys**

**Submitted by:
WhitworthBallou LLC
December 16, 2013**

2.3 Transmittal Letter



Kansas Department of Administration
Procurement and Contracts
800 SW Jackson Street Suite 600
Topeka, KS 66612-1216

RE: Event ID EVT00002068
Advertising, marketing and Media Buys

To whom it may concern:

(a) WhitworthBallouLLC (the bidder) is the prime contractor. Upon award of the contract, Kern Marketing Group Binkley Media LLC, Gaston Design, SJInsights, and The Fish Agency may be subcontracted for certain creative services, media and production. Certificates of Tax Clearance are enclosed.

(b) WhitworthBallouLLC is a partnership incorporated in the state of Missouri.

(c) WhitworthBallouLLC does not discriminate in employment practices with regard to race, color, religion, age, sex, marital status, political affiliation, national origin or disability. No attempt has been or will be made by our firm to induce any other person or firm to submit or not to submit a proposal

(d) Douglas D. Ballou, the person signing this proposal, is authorized to make decisions as to pricing quoted and has not participated and will not participate, in any action contrary to the above statements.

If there are any questions with respect to the statements above or the response to this RFP, please direct those questions directly to

WhitworthBallouLLC
7701 NW Prairie View Road #19
Kansas City, MO 64151
Phone: 816.719.4315
Email: doug@whitworthballou.com

Thank you for this opportunity to propose our credentials, experience, and approaches

Douglas D. Ballou
Managing Partner

Bid Event No. EVT0002068

SIGNATURE SHEET

Item: Advertising, Media Buys

Agency: Statewide, Optional Use

Closing Date: December 16, 2013

By submission of a bid and the signatures affixed thereto, the bidder certifies all products and services proposed in the bid meet or exceed all requirements of this specification as set forth in the request and that all exceptions are clearly identified.

Legal Name of Person, Firm or Corporation WhitworthBallou LLC

Mailing Address 7701 NW Prairie View Road, #19, Kansas City, MO Zip 64151
City & State

Toll Free Telephone _____ Local _____ Cell: 816-719-4315 Fax _____

Tax Number 26-109-4558

CAUTION: If your tax number is the same as your Social Security Number (SSN), you must leave this line blank. DO NOT enter your SSN on this signature sheet. If your SSN is required to process a contract award, including any tax clearance requirements, you will be contacted by an authorized representative of the Division of Purchases at a later date.

E-Mail doug@whitworthballou.com

Signature _____ Date December 16, 2013

Typed Name Douglas D. Ballou Title Managing Partner

In the event the contact for the bidding process is different from above, indicate contact information below.

Bidding Process Contact Name _____

Mailing Address _____ City & State _____ Zip _____

Toll Free Telephone _____ Local _____ Cell: _____ Fax _____

E-Mail _____

If awarded a contract and purchase orders are to be directed to an address other than above, indicate mailing address and telephone number below.

Award Contact Name _____

Mailing Address _____ City & State _____ Zip _____

Toll Free Telephone _____ Local _____ Cell: _____ Fax _____

E-Mail _____

Office of Facilities & Procurement Management
800 S.W. Jackson St., Room 600
Topeka, KS 66612



Phone: (785) 296-8070
Fax: (785) 296-3456
mark.mcgivern@da.ks.gov
<http://da.ks.gov/fm>

Jim Clark, Secretary
Mark J. McGivern, Director

Sam Brownback, Governor

AMENDMENT

December 4, 2013

Amendment Number: 1

RFP Number: EVT0002068

Closing Date: December 16, 2013, 2:00 PM

Procurement Officer: Linda Gronquist
Telephone: 785-296-2375
E-Mail Address: linda.gronquist@da.ks.gov

Item: Advertising, marketing and Media Buys

Agency(s): Statewide, Optional Use

Conditions: Responses to questions posed by vendors are reflected on the following page.

A signed copy of this Addendum must be submitted with your bid. If your bid response has been returned, submit this Addendum by the closing date indicated above.

I (We) have read and understand this addendum and agree it is a part of my (our) bid response.

NAME OF COMPANY OR FIRM: WHITWORTH BALLOU LLC

SIGNED BY: Douglas D. Jule

TITLE: MANAGING PARTNER DATE: 12-16-13

It shall be the vendor's responsibility to monitor this website on a regular basis for any changes/addenda.
<http://www.da.ks.gov/purch/>

VENDOR QUESTIONS
RFP # EVT0002068
Statewide Advertising, Marketing and Media Buys

1. Are there any agencies excluded from this RFP for Marketing/Advertising services - that may or may not already have an "agency of record". If so, what agencies are excluded?

The following agencies have existing advertising/marketing contracts and would not be anticipated users of like-services contained within this RFP:

**Kansas Lottery
Department of Health and Environment
Department of Commerce
Wildlife, Parks and Tourism
Kansas State Fair Board
Department of Agriculture**

2. Are media buys commissionable based on State policy for this RFP?

Contractors awarded contracts resultant from this RFP will not be allowed to charge a separate commission on the required services.

3. Define "political subdivision options" and what departments/agencies/entities are included?

Political subdivisions include any other governmental entity – cities, counties, school districts, local municipalities, etc.

4. If awarded will all agencies be required to use the selected State "Agency of Record"?

As indicated on page 20 of the RFP Specifications document, "...this RFP is issued in order that a Qualified Vendor List (QVL) may be created, providing vendor options to the agencies as needs arise. Award will consist of the QVL listing, providing several Contractor entities from which the users may choose; contact will be made by agencies as service needs arise."

Multiple awards are anticipated, to create the Qualified Vendor List (QVL). Then, when agencies have a need for these services, they can contact any or all of the vendors listed to obtain pricing for that specific need.

5. Is special consideration given to firms located in Kansas?

No.

6. Maybe I am missing something; but if each individual campaign/agency will have a budget for their campaign, I am not sure how to bid for this because our agency tries to live within each individual budget and prepare the creative based on budget and need. There is no charge for media planning and market research because we just take the usual 15% commission that is offered by the publications/stations. Do I just fill out the form that we are interested?

This RFP's intent is to set up an "umbrella" contract that will cover a lot of agencies' needs in the area of advertising and media buying. There's nothing to "price" ... but pricing sheets or something of that nature can be submitted, for our reference; any general pricing information that may be provided will be for comparative purposes only ... each project, as it comes along, will be individually quoted and awarded.

7. Is this bid just statewide or would you accept any bidders outside of the state?

See response to Question 5.

8. Can a contractor submit a response for the above bid event for just the Media Buying services portion only?

Yes. Bidders should include in their response information regarding the types of services they would offer if awarded a place in any contract resultant from this RFP.

9. How many State agencies do you estimate might utilize the services awarded with this contract?

It would be available to all State agencies; as this is a new contracting effort, there is no historical information regarding how much use it will generate.

10. Once award is made, will vendor(s) be provided with a list of the Agencies and contacts that might be utilizing the services outlined in this contract?

Contracts resultant from this RFP will be available to all state agencies.

11. How many creative projects do you expect to be requested during the course of one year?

See answer to Question #9.

12. How many media projects do you expect to be requested during the course of one year?

See answer to Question #9.

13. Is there any specific time of the year that you expect the volume to be heaviest?

No.

14. How many contractors do you expect to be on the final QVL?

That is dependent upon the number of proposals submitted and the vendors' qualifications. There will definitely be a choice of several vendors and a mix of service offerings.

15. In our experience working for Kansas government agencies, the primary marketing and advertising goals are focused on behavior change and/or creating heightened awareness of a program/initiative/problem/solution. Do you expect this to change under this contract? For example, do you foresee marketing items or services for sale to end-user consumers?

The goal types are not anticipated to change. The State of Kansas is not looking to be selling items.

16. We understand there are no specific needs for marketing or advertising services at this time, but can you provide us with an example assignment/project that includes desired outcomes and budget?

Examples of past projects that could fall under this contract umbrella include:

- **Voter Registration sign-up and Voter education**
- **New Drivers Licensing policies/changes**
- **PSAs for health, safety and education awareness**

Budgets cover a wide spectrum; this RFP imposes no limitations at this time.

17. Is the markup of out-of-pocket expenses allowed to cover taxes?

State of Kansas agencies are tax exempt.

18. When developing new creative concepts, is there a preference on the number of unique concepts to be presented per campaign?

That will be determined by each agency, upon initial contact with the vendor.

19. Relating to ROI measurement, are there any Federal Government agencies requiring specialized reporting techniques included under this umbrella contract? If so, what are they?

ROI metrics will be determined by agency need, by project, at the time of utilization of services.



Sam Brownback, Governor
Nick Jordan, Secretary

www.ksrevenue.org

CERTIFICATE OF TAX CLEARANCE

WhitworthBallouLLC

ISSUE DATE

12/05/2013

TRANSACTION ID

TAEN-URU9-992N

CONFIRMATION NUMBER

C627-9DAA-HEJA

TAX CLEARANCE VALID THROUGH 03/05/2014

*Verification of this certificate can be obtained on our website, www.ksrevenue.org,
or by calling the Kansas Department of Revenue at 785-296-3199*



Sam Brownback, Governor
Nick Jordan, Secretary

www.ksrevenue.org

CERTIFICATE OF TAX CLEARANCE

Kern Inc

DBA as KernGroup Inc.

ISSUE DATE

12/09/2013

TRANSACTION ID

TNED-ET35-74EN

CONFIRMATION NUMBER

CMA-PUN7-227N

TAX CLEARANCE VALID THROUGH 03/09/2014

Verification of this certificate can be obtained on our website, www.ksrevenue.org,
or by calling the Kansas Department of Revenue at 785-296-3199



Sam Brownback, Governor
Nick Jordan, Secretary

www.ksrevenue.org

CERTIFICATE OF TAX CLEARANCE

Binkley Media LLC

ISSUE DATE

12/09/2013

TRANSACTION ID

TKA3-237E-VURR

CONFIRMATION NUMBER

CJAD-4939-EMUC

TAX CLEARANCE VALID THROUGH 03/09/2014

Verification of this certificate can be obtained on our website, www.ksrevenue.org,
or by calling the Kansas Department of Revenue at 785-296-3199



Sam Brownback, Governor
Nick Jordan, Secretary

www.ksrevenue.org

CERTIFICATE OF TAX CLEARANCE

SJ Insights, LLC

ISSUE DATE

12/05/2013

TRANSACTION ID

TRUS-UKE4-326C

CONFIRMATION NUMBER

C639-5PEN-ACCA

TAX CLEARANCE VALID THROUGH 03/05/2014

*Verification of this certificate can be obtained on our website, www.ksrevenue.org,
or by calling the Kansas Department of Revenue at 785-296-3199*



Sam Brownback, Governor
Nick Jordan, Secretary

www.ksrevenue.org

CERTIFICATE OF TAX CLEARANCE

Kurtis A Gaston

ISSUE DATE

12/07/2013

TRANSACTION ID

TESA-SS72-53UJ

CONFIRMATION NUMBER

CN27-95ES-ACCA

TAX CLEARANCE VALID THROUGH 03/07/2014

*Verification of this certificate can be obtained on our website, www.ksrevenue.org,
or by calling the Kansas Department of Revenue at 785-296-3199*



Sam Brownback, Governor
Nick Jordan, Secretary

www.ksrevenue.org

CERTIFICATE OF TAX CLEARANCE

The Fish Agency, Inc.

ISSUE DATE

12/10/2013

TRANSACTION ID

TNUP-UN99-65EN

CONFIRMATION NUMBER

CMEJ-EK65-55AJ

TAX CLEARANCE VALID THROUGH 03/10/2014

*Verification of this certificate can be obtained on our website, www.ksrevenue.org,
or by calling the Kansas Department of Revenue at 785-296-3199*

**CERTIFICATION REGARDING
IMMIGRATION REFORM & CONTROL**

All Contractors are expected to comply with the Immigration and Reform Control Act of 1986 (IRCA), as may be amended from time to time. This Act, with certain limitations, requires the verification of the employment status of all individuals who were hired on or after November 6, 1986, by the Contractor as well as any subcontractor or sub-subcontractor. The usual method of verification is through the Employment Verification (I-9) Form. With the submission of this bid, the Contractor hereby certifies without exception that Contractor has complied with all federal and state laws relating to immigration and reform. Any misrepresentation in this regard or any employment of persons not authorized to work in the United States constitutes a material breach and, at the State's option, may subject the contract to termination and any applicable damages.

Contractor certifies that, should it be awarded a contract by the State, Contractor will comply with all applicable federal and state laws, standards, orders and regulations affecting a person's participation and eligibility in any program or activity undertaken by the Contractor pursuant to this contract. Contractor further certifies that it will remain in compliance throughout the term of the contract.

At the State's request, Contractor is expected to produce to the State any documentation or other such evidence to verify Contractor's compliance with any provision, duty, certification, or the like under the contract.

Contractor agrees to include this Certification in contracts between itself and any subcontractors in connection with the services performed under this contract.

Signature, Title of Contractor

December 16, 2013
date

STATE OF KANSAS

Event Details

PeopleSoft Strategic Sourcing

Event ID	Format	Type	Page
17300-EVT0002068	Sell	RFx	1
Event Round	Version		
1	1		
Event Name	Advertising and Media Buys		
Start Time	Finish Time		
11/19/2013 15:47:00 CDT	12/16/2013 14:00:00 CDT		

Event Currency: US Dollar
Bids allowed in other currency: No

Bidder: WHITWORTH BALLOU LLC
7701 NW PRAIRIE VIEW RD STE 19
KANSAS CITY MO 64151-1542
United States

Submit To: Department of Administration
Procurement and Contracts
800 SW Jackson
Suite 600
Topeka KS 66612
United States

Contact: Linda T Gronquist
Phone: 7852962375
Email: linda.gronquist@da.ks.gov

Event Description

Establish a contract to provide the ability to obtain advertising and marketing needs, as well as media buy requirements for State of Kansas agencies during the contract period.

General Comments

Questions/Amendment - No pre-proposal conference is scheduled for this Bid Event. Questions requesting clarification of the Bid Event must be submitted via email (in MS Word format) to the Procurement Officer (Event Contact) indicated above

prior to the close of business on Monday, December 2, 2013.

Each question or clarification should reference the appropriate Bid Event section.

Failure to notify the Procurement Officer (Event Contact) of any conflicts or ambiguities in the Bid Event may result in items being resolved in the best interest of the State. Any modification to this Bid Event as a result of written responses to questions received, shall be made in writing by amendment and dispatched to all bidders invited to this event. Only written communications are binding.

Answers to questions will be available in the form of an amendment on the Procurement and Contracts' website, <http://da.ks.gov/purch>.

It shall be the responsibility of all participating bidders to acquire any and all amendments and additional information as it is made available from the web site cited above. Vendors/Bidders not initially invited to participate in this Bid Event must notify the Procurement Officer (Event Contact) of their intent to bid at least 24 hours prior to the event's closing date/time. Bidders are required to check the website periodically for any additional information or instructions.

0005 - Request for Proposal pursuant to K.S.A. 75-37,102

MANDATORY REQUIREMENT: If you are interested in bidding on this transaction you MUST BE OFFICIALLY INVITED to the event. Contact the person named above at least 24 HOURS BEFORE the official finish date and time to request the official invitation.

Due to State of Kansas SMART Strategic Sourcing System requirements, any bidder with an interest in bidding on any State of Kansas SOURCING EVENT must officially request an invitation from the Procurement Officer (Event Contact) at least 24 hours before the Bid Event official finish date and time. If you fail to request such in a timely fashion, your bid may be rejected in its entirety.

EXCEPTION: If you have received a Bid Event Document with your company's name in the upper right hand corner of the document, your company has already been invited to the bid event.

If you are not a registered bidder/vendor with the state of Kansas you must register as a bidder AND request official invitation at least 24 hours before the Bid Event official finish date and time. To register as a bidder visit the following web site: <http://www.da.ks.gov/purch/BidderRegistration.doc>

BIDDER MUST OBTAIN A CURRENT TAX CLEARANCE CERTIFICATE
A "Tax Clearance" is a comprehensive tax account review to determine and ensure that the account is compliant with all primary Kansas Tax Laws administered by the Kansas Department of Revenue (KDOR) Director of Taxation. Information pertaining to a Tax Clearance is subject to change(s), which may arise as a result of a State Tax Audit, Federal Revenue Agent Report, or other lawful adjustment(s).

INSTRUCTIONS: To obtain a Current Tax Clearance Certificate, you must:

- Go to <http://ksrevenue.org/taxclearance.html> to request a Tax Clearance Certificate
- Return to the website the following working day to see if KDOR will issue the certificate
- If issued an official certificate, print it and attach it to your bid response
- If denied a certificate, engage KDOR in a discussion about why a certificate wasn't issued

STATE OF KANSAS

Event Details (cont.)

PeopleSoft Strategic Sourcing

Event ID	Format	Type	Page
17300-EVT0002068	Sell	RFx	2
Event Round	Version		
1	1		
Event Name			
Advertising and Media Buys			
Start Time	Finish Time		
11/19/2013 15:47:00 CDT	12/16/2013 14:00:00 CDT		

Event Currency: US Dollar
Bids allowed in other currency: No

Bidder: WHITWORTH BALLOU LLC
 7701 NW PRAIRIE VIEW RD STE 19
 KANSAS CITY MO 64151-1542
 United States

Submit To: Department of Administration
 Procurement and Contracts
 800 SW Jackson
 Suite 600
 Topeka KS 66612
 United States

Contact: Linda T Gronquist
Phone: 7852962375
Email: linda.gronquist@da.ks.gov

Bidders (and their subcontractors) are expected to submit a current Tax Clearance Certificate with every event response.

REMINDER: You will need to sign back into the KDOR website to view and print the official tax clearance certificate.

Information about Tax Registration can be found at the following website:
<http://www.ksrevenue.org/busregistration.html>

Procurement and Contracts reserves the right to confirm tax status of all potential contractors and subcontractors prior to the release of a purchase order or contract award.

In the event that a current tax certificate is unavailable, Procurement and Contracts reserves the right to notify a bidder (one that has submitted a timely event response) that they have to provide a current Tax Clearance Certificate within ten (10) calendar days, or Procurement and Contracts may proceed with an award to the next lowest responsive bidder, whichever is determined by the Director of Purchases to be in the best interest of the State.

XML Bid Submission will NOT be accepted for this Bid Event.

- ATTC - See the attachment for additional information.

General Questions

Question	UOM	Response
How many relevant years of experience does your organization possess?		11
Required: No Mandatory ResponseNo		

Response Comments

Is a completed Immigration Reform and Control form included with this bid event submission (refer to Item #4, Appendix B - Terms and Conditions, Event Details document)? PRINT OUT, SIGN AND RETURN WITH BID.

YES

Required: No Mandatory ResponseNo

Response Comments

Does your organization accept the State of Kansas terms and conditions as stated?

YES

Required: No Mandatory ResponseNo

STATE OF KANSAS

Event Details (cont.)

PeopleSoft Strategic Sourcing

Event ID	Format	Type	Page
17300-EVT0002068	Sell	RFx	3
Event Round	Version		
1	1		
Event Name			
Advertising and Media Buys			
Start Time	Finish Time		
11/19/2013 15:47:00 CDT	12/16/2013 14:00:00 CDT		

Event Currency: US Dollar
Bids allowed in other currency: No

Bidder: WHITWORTH BALLOU LLC
7701 NW PRAIRIE VIEW RD STE 19
KANSAS CITY MO 64151-1542
United States

Submit To: Department of Administration
Procurement and Contracts
800 SW Jackson
Suite 600
Topeka KS 66612
United States

Contact: Linda T Gronquist
Phone: 7852962375
Email: linda.gronquist@da.ks.gov

Response Comments

Procurement Card (P-Card): Presently, many State Agencies use a State of Kansas Procurement Card (Visa-branded P-Card) in lieu of a state warrant to pay for some of its purchases. No additional charges will be allowed for using the card.
May agencies use their P-Card for contract purchases?

Required: No Mandatory ResponseNo

NO

Response Comments

Political Subdivisions: Political subdivisions (City, County, School Districts, etc.) are permitted to utilize contracts administered by Procurement and Contracts. Conditions included in this contract shall be the same for political subdivisions. The State has no responsibility for payments owed by political subdivision. The vendor must deal directly with the political subdivision.
Is pricing available to political subdivisions?

Required: No Mandatory ResponseNo

YES

Response Comments

Is a current Tax Clearance Certificate included with this bid event submission (refer to Item #3, Appendix B - Terms and Conditions, Event Details document)? APPLY ON-LINE, PRINT OUT WHEN AVAILABLE AND RETURN WITH BID.

Required: No Mandatory ResponseNo

YES

Response Comments

STATE OF KANSAS

Event Details (cont.)

PeopleSoft Strategic Sourcing

Event ID	Format	Type	Page
17300-EVT0002068	Sell	RFX	4
Event Round	Version		
1	1		
Event Name			
Advertising and Media Buys			
Start Time	Finish Time		
11/19/2013 15:47:00 CDT	12/16/2013 14:00:00 CDT		

Event Currency: US Dollar
Bids allowed in other currency: No

Bidder: WHITWORTH BALLOU LLC
7701 NW PRAIRIE VIEW RD STE 19
KANSAS CITY MO 64151-1542
United States

Submit To: Department of Administration
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800 SW Jackson
Suite 600
Topeka KS 66612
United States

Contact: Linda T Gronquist
Phone: 7852962375
Email: linda.gronquist@da.ks.gov

STATE OF KANSAS

Event Details (cont.)

PeopleSoft Strategic Sourcing

Event ID	Format	Type	Page
17300-EVT0002068	Sell	RFx	5
Event Round	Version		
1	1		
Event Name			
Advertising and Media Buys			
Start Time	Finish Time		
11/19/2013 15:47:00 CDT	12/16/2013 14:00:00 CDT		

Event Currency: US Dollar
Bids allowed in other currency: No

Bidder: WHITWORTH BALLOU LLC
7701 NW PRAIRIE VIEW RD STE 19
KANSAS CITY MO 64151-1542
United States

Submit To: Department of Administration
Procurement and Contracts
800 SW Jackson
Suite 600
Topeka KS 66612
United States

Contact: Linda T Gronquist
Phone: 7852962375
Email: linda.gronquist@da.ks.gov

Line Details

Line: 1 Item ID: Line Qty: 1 UOM: Batch Lot Bid Qty:

Required: No Reserve Price: No

Min/Max Qty: No min / No max

Description: Advertising and Media Buys

Question	UOM	Response
Enter pricing on Cost Sheet within Bid Specifications document; DO NOT enter pricing, here.		<input type="text"/>

Required: No Mandatory Response: No

Response Comments

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STATE OF KANSAS

Event Details (cont.)

PeopleSoft Strategic Sourcing

Event ID	Format	Type	Page
17300-EVT0002068	Sell	RFx	6
Event Round	Version		
1	1		
Event Name			
Advertising and Media Buys			
Start Time	Finish Time		
11/19/2013 15:47:00 CDT	12/16/2013 14:00:00 CDT		

Event Currency: US Dollar
Bids allowed in other currency: No

Bidder: WHITWORTH BALLOU LLC
7701 NW PRAIRIE VIEW RD STE 19
KANSAS CITY MO 64151-1542
United States

Submit To: Department of Administration
Procurement and Contracts
800 SW Jackson
Suite 600
Topeka KS 66612
United States

Contact: Linda T Gronquist
Phone: 7852962375
Email: linda.gronquist@da.ks.gov

Bidder Information

Firm Name:	WHITWORTH BALLOU LLC		
Name:	DOUGLAS D. BALLOU	Signature:	<i>Douglas D. Ballou</i> Date: 12-16-13
Phone #:	816-719-4315	Fax #:	816 505 4701
Street Address:	7701 NW PRAIRIE VIEW RD #19		
City & State:	KANSAS CITY, MO Zip Code: 64151		
Email:	doug@whitworthballou.com		

STATE OF KANSAS

Event Details (cont.)

PeopleSoft Strategic Sourcing

Event ID	Format	Type	Page
17300-EVT0002068	Sell	RFx	7
Event Round	Version		
1	1		
Event Name			
Advertising and Media Buys			
Start Time	Finish Time		
11/19/2013 15:47:00 CDT	12/16/2013 14:00:00 CDT		

Event Currency: US Dollar
Bids allowed in other currency: No

Bidder: WHITWORTH BALLOU LLC
7701 NW PRAIRIE VIEW RD STE 19
KANSAS CITY MO 64151-1542
United States

Submit To: Department of Administration
Procurement and Contracts
800 SW Jackson
Suite 600
Topeka KS 66612
United States

Contact: Linda T Gronquist
Phone: 7852962375
Email: linda.gronquist@da.ks.gov

Appendix A - Line Specifications

Line: 1 Item ID: Line Qty: 1 UOM: Batch Lot
Description: Advertising and Media Buys

Item Specifications

Manufacturer:	Mfg Item ID:
Item Length: 0	Item Height: 0
Item Width: 0	Dimension UOM:
Item Volume: 0	Volume UOM:
Item Weight: 0	Weight UOM:
Item Size:	Item Color:

Shipping Information

Schedule: 1	Ship To:	Procurement and Contracts
Quantity: 1		Procurement and Contracts
Due Date: 12/30/2013		800 SW Jackson
Freight Terms:		Suite 600
Ship Via:		Topeka KS 66612
		United States

STATE OF KANSAS

Event Details (cont.)

PeopleSoft Strategic Sourcing

Event ID	Format	Type	Page
17300-EVT0002068	Sell	RFX	8
Event Round	Version		
1	1		
Event Name			
Advertising and Media Buys			
Start Time	Finish Time		
11/19/2013 15:47:00 CDT	12/16/2013 14:00:00 CDT		

Event Currency: US Dollar
Bids allowed in other currency: No

Bidder: WHITWORTH BALLOU LLC
7701 NW PRAIRIE VIEW RD STE 19
KANSAS CITY MO 64151-1542
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Submit To: Department of Administration
Procurement and Contracts
800 SW Jackson
Suite 600
Topeka KS 66612
United States

Contact: Linda T Gronquist
Phone: 7852962375
Email: linda.gronquist@da.ks.gov

Appendix B - Terms & Conditions

1. It is the bidder's responsibility to submit questions, acknowledge addenda and attend pre-bid conferences as indicated in this event or attachment(s). When communicating always refer to the Bid Event ID.
2. Conflict of Interest: With the submission of a response for this bidding event, you certify that you do not have any substantial conflict of interest sufficient to influence the bidding process of this event. A conflict of substantial interest is one which a reasonable person would think would compromise the opening bidding process.
3. BIDDER MUST OBTAIN A CURRENT TAX CLEARANCE CERTIFICATE A "Tax Clearance" is a comprehensive tax account review to determine and ensure that the account is compliant with all primary Kansas Tax Laws administered by the Kansas Department of Revenue (KDOR) Director of Taxation. Information pertaining to a Tax Clearance is subject to change(s), which may arise as a result of a State Tax Audit, Federal Revenue Agent Report, or other lawful adjustment(s). INSTRUCTIONS: To obtain a Current Tax Clearance Certificate, you must: 1) Go to: <http://ksrevenue.org/taxclearance.html> to request a Tax Clearance Certificate; 2) Return to the website the following working day to see if KDOR will issue the certificate; 3) If issued an official certificate, print it and attach it to your bid response; and 4) If denied a certificate, engage KDOR in a discussion about why a certificate wasn't issued. Bidders (and their subcontractors) are expected to submit a current Tax Clearance Certificate with every event response. REMINDER: You will need to sign back into the KDOR website to view and print the official tax clearance certificate. Information about Tax Registration can be found at the following website: <http://www.ksrevenue.org/busregistration.html>. Procurement and Contracts reserves the right to confirm tax status of all potential contractors and subcontractors prior to the release of a purchase order or contract award. In the event that a current tax certificate is unavailable, Procurement and Contracts reserves the right to notify a bidder (one that has submitted a timely event response) that they have to provide a current Tax Clearance Certificate within ten (10) calendar days, or Procurement and Contracts may proceed with an award to the next lowest responsive bidder, whichever is determined by the Director of Purchases to be in the best interest of the State.
4. Immigration and Reform Control Act of 1986 (IRCA): All contractors are expected to comply with the Immigration and Reform Control Act of 1986 (IRCA), as may be amended from time to time. This Act, with certain limitations, requires the verification of the employment status of all individuals who were hired on or after November 6, 1986, by the contractor as well as any subcontractor or sub-contractors. The usual method of verification is through the Employment Verification (I-9) form. With the submission of this bid, the contractor hereby certifies without exception that such contractor has complied with all federal and state laws relating to immigration and reform. Any misrepresentation in this regard or any employment of persons not authorized to work in the United States constitutes a material breach and, at the State's option, may subject the contract to termination for cause and any applicable damages. Unless provided otherwise herein, all contractors are expected to be able to produce for the State any documentation or other such evidence to verify Contractor's IRCA compliance with any provision, duty, certification, or like item under the contract. Bidders must submit a Certification Regarding Immigration Reform & Control form with every event response. The form can be found at the following website: <http://da.ks.gov/purch/Forms.htm>.
5. Competition: The purpose of this Request is to seek competition. The bidder shall advise Procurement and Contracts if any specification, language or other requirement inadvertently restricts or limits bidding to a single source. Notification shall be in writing and must be received by Procurement and Contracts no later than five (5) business days prior to the event closing date. The Director of Purchases reserves the right to waive minor deviations in the specifications which do not hinder the intent of this Request.
6. Acceptance or Rejection: The State reserves the right to accept or reject any or all bid responses or part of a response; to waive any informalities or technicalities; clarify any ambiguities in responses; modify any criteria in this Event; and unless otherwise specified, to accept any item in a response.
7. Disclosure of Bid Event Content and Proprietary Information: All bid responses become the property of the State of Kansas. The Kansas Open Records Act (K.S.A. 45-215 et seq) requires public information be placed in the public domain at the conclusion of the selection process, and be available for examination by all interested parties. More information on this subject can be found at the following website: <http://da.ks.gov/purch/KSOpenRecAct.doc>

STATE OF KANSAS

Event Details (cont.)

PeopleSoft Strategic Sourcing

Event ID	Format	Type	Page
17300-EVT0002068	Sell	RFX	9
Event Round	Version		
1	1		
Event Name			
Advertising and Media Buys			
Start Time	Finish Time		
11/19/2013 15:47:00 CDT	12/16/2013 14:00:00 CDT		

Event Currency: US Dollar
Bids allowed in other currency: No

Bidder: WHITWORTH BALLOU LLC
 7701 NW PRAIRIE VIEW RD STE 19
 KANSAS CITY MO 64151-1542
 United States

Submit To: Department of Administration
 Procurement and Contracts
 800 SW Jackson
 Suite 600
 Topeka KS 66612
 United States

Contact: Linda T Gronquist
Phone: 7852962375
Email: linda.gronquist@da.ks.gov

8. Debarment of State Contractors. Any Contractor who defaults on delivery or does not perform in a satisfactory manner as defined in this Agreement may be barred for a period up to three (3) years, pursuant to K.S.A. 75-37,103, or have its work evaluated for pre-qualification purposes. Contractor shall disclose any conviction or judgment for a criminal or civil offense of any employee, individual or entity which controls a company or organization or will perform work under this Agreement that indicates a lack of business integrity or business honesty. This includes (1) conviction of a criminal offense as an incident to obtaining or attempting to obtain a public or private contract or subcontract or in the performance of such contract or subcontract; (2) conviction under state or federal statutes of embezzlement, theft, forgery, bribery, falsification or destruction of records, or receiving stolen property; (3) conviction under state or federal antitrust statutes; and (4) any other offense the State determines to be so serious and compelling as to affect responsibility as a state contractor. For the purpose of this section, an individual or entity shall be presumed to have control of a company or organization if the individual or entity directly or indirectly, or acting in concert with one or more individuals or entities, owns or controls twenty-five (25) percent or more of its equity, or otherwise controls its management or policies. Failure to disclose an offense may result in disqualification of the Proposal or termination of the Agreement, as determined by the State.
9. Accounts Receivable Set-Off Program: If during the course of this contract the Contractor is found to owe a debt to the State of Kansas, agency payments to the Contractor may be intercepted / setoff by the State of Kansas. Notice of the setoff action will be provided to the Contractor. Pursuant to K.S.A. 75-6201 et seq, Contractor shall have the opportunity to challenge the validity of the debt. If the debt is undisputed, the Contractor shall credit the account of the agency making the payment in an amount equal to the funds intercepted. K.S.A. 75-6201 et seq. allows the Director of Accounts and Reports to set off funds the State of Kansas owes Contractors against debts owed by the contractor to the State of Kansas. Payments set off in this manner constitute lawful payment for services or goods received. The Contractor benefits fully from the payment because its obligation to the State is reduced by the amount subject to setoff.

Last Updated: 01/08/2013

STATE OF KANSAS

Event Details (cont.)

PeopleSoft Strategic Sourcing

Event ID	Format	Type	Page
17300-EVT0002068	Sell	RFx	10
Event Round	Version		
1	1		
Event Name			
Advertising and Media Buys			
Start Time		Finish Time	
11/19/2013 15:47:00 CDT		12/16/2013 14:00:00 CDT	

Event Currency: US Dollar
Bids allowed in other currency: No

Bidder: WHITWORTH BALLOU LLC
7701 NW PRAIRIE VIEW RD STE 19
KANSAS CITY MO 64151-1542
United States

Submit To: Department of Administration
Procurement and Contracts
800 SW Jackson
Suite 600
Topeka KS 66612
United States

Contact: Linda T Gronquist
Phone: 7852962375
Email: linda.gronquist@da.ks.gov

2.4 Qualifications

Qualifications	p 24
Resumes	p 27
Organization Chart	p 35
Industries/Categories Served	p 36
Summary of Qualifications	p 38

2.5 Methodologies APEX and MATRIX

Methodology	p 61
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**Bid Event No. EVT0002068
Advertising & Media Buys**

**Submitted by:
WhitworthBallou LLC
December 16, 2013**

2.4 QUALIFICATIONS:

The bidder must include a narrative of the bidder's corporation and each subcontractor if any. The narrative shall include the following:

- (a) date established;
- (b) ownership (public, partnership, subsidiary, etc.);
- (c) number of personnel, full and part time, assigned to this project by function and job title;
- (d) resources assigned to this project and the extent they are dedicated to other matters;
- (e) organizational chart;

WhitworthBallouLLC was established in 2006 by Nancy Whitworth and Doug Ballou who had served in marketing and human resource leadership roles at Kansas City's most prominent corporations and leading advertising agencies including Transamerica Occidental, Yellow Freight System, Valentine Radford, and Innovex/Quintiles.

WhitworthBallouLLC subsequently formed strategic alliances to manage integrated marketing and public outreach campaigns in Kansas and certain other market segments with leading partners including Kern Marketing and SJInsights.

A sister company, also owned by the principals is BlueWindowLLC that organizes and implements supply chain solutions in Food and Agriculture, Renewables and Energy, Urban/Municipality Sustainability, and manufacturing. Communications, Education, and Change Management are inherent in those sustainability initiatives.

This consortium has a demonstrable track record and quantifiable outcomes including Kansas Department for Aging and Disability Services, Kansas Secretary of State, Johnson County Kansas, Lawrence Kansas, University of Kansas Bioscience & Technology Center, Lawrence and Kansas Chambers of Commerce and numerous civic and social services agencies.

Added evidence of our success is the renewal of our agreements with every one of those State of Kansas agencies beyond the initial scope of work or projects.

Another hallmark of those initiatives has been the ability to coalesce effective stakeholder alliances and media partnerships that have stretched limited budgets and achieved significant and verifiable results.

We encourage prospective Kansas agencies to contact your counterparts cited in REFERENCES on page 88 to learn of the caliber of work, results, stewardship, service quality, and value received.

Collectively, the media team probably buys more media on behalf of the State as any other group affording us familiarity and leverage that has delivered highly advantageous placement opportunities and “stretch” for our State of Kansas clients on both paid and PSA basis.

This core group is arguably among the most accomplished and recognized team of marketing, advertising, and media professionals in the region. Our combined experience is unparalleled and offers a scalable, affordable and optimal solution for Kansas agencies with initiatives of any size and scope.

Every team member has at least 20 years experience, most more.

In the course of planning, developing, and managing a campaign up to 12 different individuals might be involved serving in research, campaign planning, administrative, media strategy, digital content, graphic design, copy, broadcast production, and print production.

While all personnel are involved in other client matters, the agency has sufficient bandwidth to fulfill all the commitments explicit and implied in this response. Inversely, the nature of our consortium and business model liberates us from the bureaucratic and cumbersome processes found in other agencies enabling a level of responsiveness that clients appreciate and applaud.

CONSORTIUM KEY STAFF

Doug Ballou

Strategic Planning and Project Management

Kansas City, MO

Talent acquisition, strategic direction and campaign integration, strategic partnerships, and resource management

Sheree Johnson

Media and Digital Strategy, Planning, and Content Management

Leawood, Kansas

Oversees all research, media strategy, and digital strategies.

Ann Frame Hertzog

Executive Vice President/Creative Services

Lawrence, Kansas

Oversees all creative, concept, copy, design, production quality, interactive functionality.

Gary Fish

Senior Media Consultant

Lawrence, Kansas

Traditional Media Rationale, Mix, Weight, Flighting Tactics, & Budget Recommendations; Negotiations, Buying and Stewardship.

Kathy Binkley

Media Planning and Buying

Overland Park, Kansas

Online and offline media planning and analysis, budgeting, negotiating/buying, reporting, and audit/budget control.

Steven Hertzog

Broadcast Production and Audio Visual Director, Steven Hertzog

Lawrence, Kansas

Produces and directs broadcast, audio-visual presentations

Kurt Gaston

Media Relations and PR

Lawrence, Kansas

Content and media relations for editorial channels, collateral, meetings, annual reports, etc.

FULL RESUMES FOLLOW:

Doug Ballou, Managing Partner



Doug has led the marketing and business development for dozens of companies and governmental agencies across the country and a myriad of categories. His work in research-driven integrated marketing has been recognized by leading academic and business organizations including American Advertising Academy, the Business Marketing Association, and the American Association of Advertising Agencies. Business Marketing Magazine recognized the firm as a "U.S. Top Ten Up & Comer." While leading corporate communications for Yellow Freight System, he was also cited by the Business Marketing Association for its NOVA Best Integrated Campaign award and was personally cited as BMA's Business Marketer

of the Year. He is frequently asked to advise early growth stage companies on business strategy and founded a ground-breaking sustainability business platform BlueWindow.

He is a graduate of the University of Kansas, a charter member of the University's Graduate Integrated Marketing Program, and Board member of the Kansas City Direct Marketing Association.

Work Experience

Fletcher/Mayo/Associates –
An Omnicom Company
St. Joseph, MO | Kansas City |
Atlanta | Chicago
Senior Vice President Client Services

Yellow Corporation
Overland Park, KS
Director Corporate and Marketing
Communications

Valentine Radford Advertising
Kansas City, MO
Vice President Strategic Planning

MachineryLink Inc.
Kansas City, MO
Vice President Marketing

WhitworthBallouLLC and
(Unell & Ballou Inc.)
Kansas City, Missouri | Merriam, KS
Managing Partner

BlueWindow
Founder
Kansas City, MO & Washington, D.C.

Sheree Johnson, Senior Consultant/Research Director



Sheree Johnson is a nationally recognized, highly regarded media and research professional with over 25+ years' experience serving Fortune 500 marketers and top regional and local clients. She has held senior level, management positions with top Chicago and Kansas City area agencies including Nicholson Kovac, Cunningham & Walsh and McCann-Erickson. Sheree is noted for her distinguished analytical skills, especially measurement metrics and analysis; consistent focus on ROI and accountability; and best-in-class approach to market research and audience personas.

She currently serves on the Marketing Committee for Starlight Theatre, co-chairs the Marketing Committee for Community LINC (transitional housing for the homeless) and has been on the board of directors for the past three years for AAF-KC, just recently elected to VP/Communications. She teaches selected marketing continuing education courses at Johnson County Community College. She has earned numerous recognitions both on a national and local level

- Top Kansas City Woman Executive of the Year Recipient (Women Who Mean Business) Kansas City Business Journal – 2008
- Conducted and published proprietary consumer research on awareness, attitudes and opinions on healthcare reform – reported/published by major newspapers and online sites
- Frequent speaker at industry conferences/events; considered as a regular source of information/insight for a variety of publications on marketing, market research and media trends
- Numerous white papers and articles on topics such as Product vs. Corporate Branding, Email Concept Testing, Communications Impact, Audience Delivery Optimization, Advertising Wearout, Social Media 101, Text Messaging, Media Consumption Trends through the Ages and more
- Conducted multiple Social Media Usage Research Studies for vertical market industries such as agriculture, animal health and healthcare – includes analysis of online, social media and mobile usage; findings of studies were widely reported/published by numerous magazines, newspapers and online sites
- Advertising Age/BtoB Magazine Media Strategist of the Year – 1995, 1998
- Nominated twice for one of three AAF-KC Members of the Year (2011, 2012)
- Selected as one of 12 Top “Baby Boomer” Media Executives by People Magazine, 1984

Sheree graduated with a B.S. in Journalism from the University of Kansas and is a self-proclaimed news and media junkie.

Ann Frame Hertzog, Creative Director



Ann, a Kansas native and KU graduate, began her career in sports marketing and management with the Kansas Relays, the Los Angeles Olympics and Major League Baseball in New York, where she was instrumental in establishing corporate sponsorship programs. As Universal Pictures' Vice President of Advertising, she worked closely with filmmakers and studio management creating and implementing extremely successful full-coverage marketing plans that embraced print, audio-visual, online, publicity and promotions. Winning several Key Art Awards and setting record-breaking box office openings, Ann also served on the Board of Directors of Women in Film.

As a KERNgroup Partner and Creative Director, Ann applies her skills and creative insight earned in working in event and movie marketing on both coasts to developing campaigns on a local and regional level - campaigns that stay on target, developing a creative message that reaches and connects with the audience to communicate a focused message. From rebranding local businesses and working with the Lawrence Chamber of Commerce to developing a "local" business retention campaign to creating an original brand for a national animal nutrition technology company. Ann is continually creating winning campaigns for communities, retailers, service providers, and not-for-profits.

Ann was a member of the Leadership Lawrence class of 2012.

Work Experience

Lawrence, KS
Partner/Creative Director

Universal Pictures Marketing
Universal City, CA
Vice President
Creative Advertising

Seiniger Advertising
Beverly Hills
Senior Vice President and
General Manager

New Wave Advertising
Burbank, CA
Vice President/Creative Director

Major League Baseball
Commissioner's Office
New York, NY
Senior Account Executive

Kansas Relays
University of Kansas
Track & Field Meet Manager

Los Angeles Olympic
Organizing Committee
Los Angeles, CA
Athletics Coordinator

Mark Kern, President

Mark, a Kansas native and K-State graduate in Marketing, spent 17 years in radio and television management. He is well known and respected in regional media circles, Kansas leadership development, and among clients that include state institutions, retail, gaming, and regional not-for-profits. Marks 17 years of experience cover all mediums; print, radio, online, broadcast and direct mail.

Mark was a part of the executive team at Sunflower Broadband Cable Company in 2004 that receive the "Small Cable System of the Year" award for their progressive accomplishments in the cable industry. He has been on the Prairie Band Casino and Resort Board of Directors since 2007.

This board seat works closely with General Manager and executive staff to oversee the changing dynamics of Kansas gaming and marketing strategy for the casino.

Mark also sits on the Central National Bank of Lawrence advisory board, and serves on the Lawrence Chamber of Commerce Board of Directors. He was a member of the Leadership Lawrence class of 2012 (serves on the Advertising and Marketing Committee), and the Greater Topeka Leadership class of 2006.

Work Experience

Kern Marketing Group
Lawrence, Kansas
President/Partner

FryeAllen Advertising Agency
Topeka, Kansas
Vice President

The World Company
Lawrence Journal World, Sunflower Broadband, KTKA, KUsports.com
Lawrence, Kansas
Senior Sales Manager

Cumulus Broadcasting
Topeka, Kansas
Market Director of Sales for 6 radio stations

Steven Hertzog, Broadcast Production & Audio/Visual Director



Steven, a born and raised New Yorker, graduated from Emerson College with a degree in film and photography, and then spent 25 years in Los Angeles as a lead editor and producer on award-winning movie trailers and spearheading campaigns from the creative director's chair. Working with studio execs and filmmakers he created campaigns that resonated in the marketplace and earned top box office dollars.

As Broadcast and Audio Visual Director Steven has put his unique and thoughtful approach to work on projects from the short film created for the Leavenworth United Way to creating a dynamic TV spot for the Baron Wolman (first chief Photographer for Rolling Stone Magazine) show at the Lawrence Arts Center which was picked up to use nationally. No matter the size or scope of the project, from a major motion picture release to your local Chamber of Commerce, Steve's professionalism and dedication to creating a unique, high quality video piece with seamless editing and a polished style that truly communicate a message is unmatched.

Work Experience

Kern Marketing Group
Lawrence, KS
Audio Visual Director

In Sync Advertising
Los Angeles
Senior Executive Vice President,
Creative Director, Producer, Editor
SOME CAMPAIGNS: Castaway, What
Lies Beneath, The Terminal, Just Like
Heaven, Rockstar, A Beautiful Mind

Frankfurt, Gips, Ballkind
Los Angeles
Vice President, Creative Director,
Producer & Editor
SOME CAMPAIGNS: Last of the Mohi-
cans, Die Hard, Teenage Mutant Ninja
Turtles, Radio, Grosse Pointe Blank

Post Time Inc.
Los Angeles
CAMPAIGNS:
Budweiser, Budweiser Light, Levi Jeans,
Kawaski, Honda, Clorox, Red Lobster
Editor

New World Pictures
Los Angeles
Editor/Producer

Universal Pictures
Universal City
Editor/Producer

Kathy Binkley, Media Planning & Buying



Kathy is a strategic media professional with 20 years of B2B and B2C planning and buying experience. She is proficient in use of Kantar Media, MRI, Nielsen, Arbitron, and Scarborough/Media Audit tools. Her experience spans spot tv, cable, radio, magazine, newspaper, outdoor, direct mail, online, search and mobile. She brings a passion for delivering results and embraces the philosophy of working collaboratively to develop integrated media plans effectively and efficiently reach the target, drive engagement, and generate results that meet clients'

objectives and budgets.

Kathy is a skilled negotiator with strong attention to detail, follow-through, and commitment. Her relevant experience includes City of Independence, 25 Life Care Services communities and the Kansas City Convention & Visitors Bureau.

Work Experience

Zillner Marketing Communications, Inc., Lenexa, KS
Media Planning Consultant / Media Planner/Buyer

Pepper & Associates, Overland Park, KS
Media Planner/Buyer

The Duff Co., Kansas City, MO
Media Planner/Buyer

Valentine Radford Inc., Kansas City, MO
Media Planner/Buyer

NKH&W, Inc., Kansas City, MO
Media Planner/Buyer & Account Services

Bozell, Inc., Omaha, NE
Assistant Media Planner/Buyer

Gary Fish, Senior Media Consultant



Gary is deeply involved in traditional media analysis and rationale and prescribes mix and weights to optimize outcomes and budgets. Many of the clients cited earlier have been the beneficiaries of Gary's strategic view of traditional media channels and how to optimize reach and frequency with budgets across the spectrum.

Gary brings vast experience in statewide public affairs related campaigns. In his 30+ year career, Gary has served many branches of state government, statewide associations, political campaigns, statewide utilities and non-partisan referendums making him the ideal media professional to lead negotiations and media placement for this effort.

In 2007, the Kansas Association of Broadcasters sought to establish an independent, third party to provide statewide media planning and buying services. Recognizing the importance of objectivity and strategic prowess, the KAB sought a reputable media planner and buyer who commanded respect within the industry. The KAB turned to their 200+ television and radio stations members for advice and the one name that rose to the top of their list was Gary Fish. Since then, Gary has orchestrated campaigns for a broad range of clients including the Kansas Chamber of Commerce.

Kurt Gaston, Senior Editorial Director



Kurt is a talented and widely respected news and technical writer and editor. He also brings a unique perspective to graphic design, web design, and photography.

He has 25 years' experience in the newspaper business and 10 years freelancing as a reporter, editor, publisher, photographer, advertising account rep and graphic designer.

Kurt is well known and respected for his work with newspapers and magazine publishers in Kansas, Colorado, Missouri, Arkansas and Louisiana. He has been active in the Kansas Press Association and served as public information officer for Sterling College in Sterling, Kansas.

He is the recipient of more than 200 awards for news writing, column writing, editorial writing, photography, editing and design in weekly and daily newspapers in Kansas, Ohio and Texas.

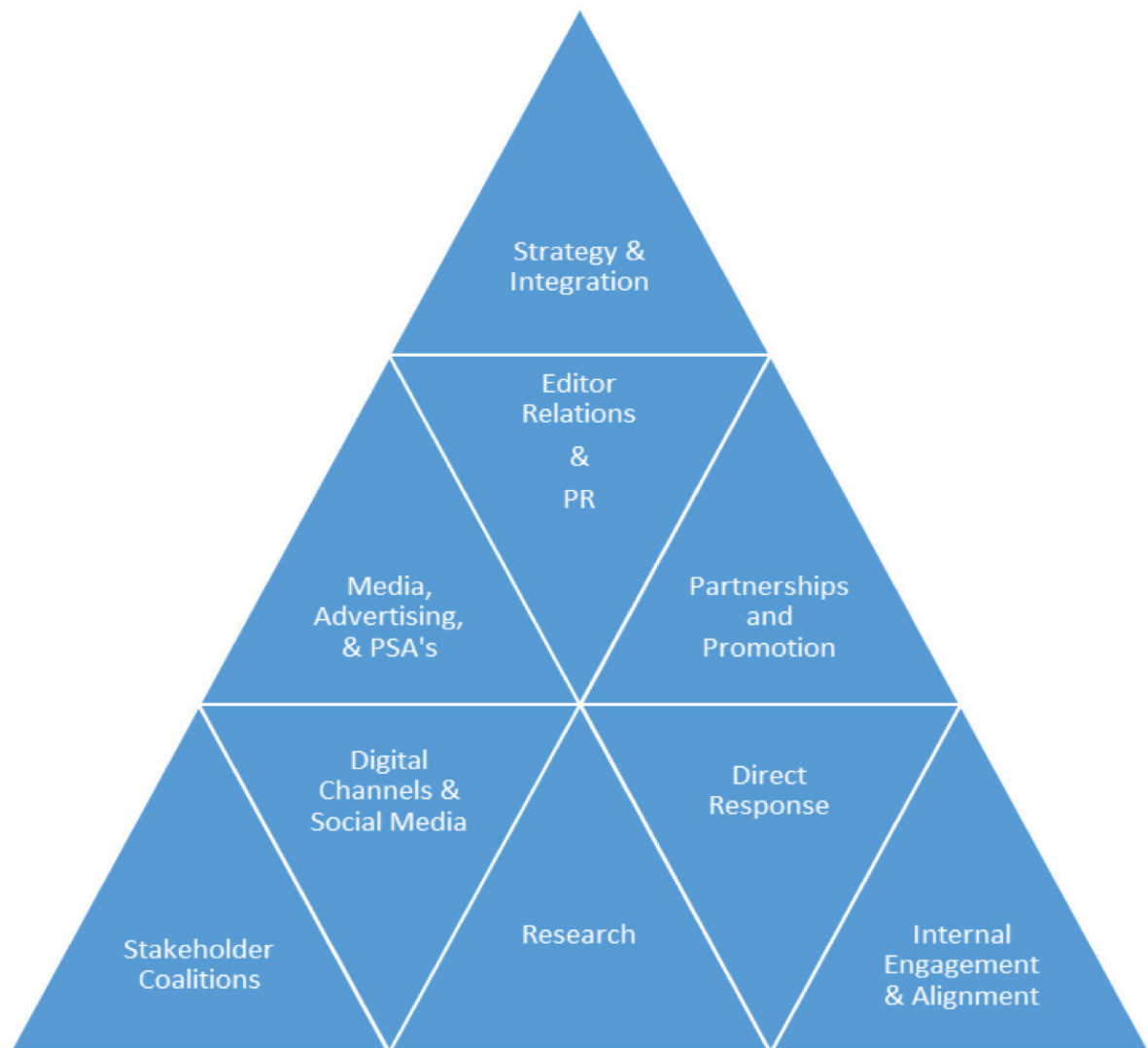
Kurt is the winner of four Kansas Press Association Sweepstakes Awards as best mid-sized weekly newspaper (Ellsworth Reporter and Osawatomie Graphic.); and

three Press Association Sweepstakes Awards as best mid-sized daily newspaper (Southwest Daily Times, Liberal.)

He was a member of the 1985 Class of Leadership Kansas.

Education: University of Kansas William Allen White School of Journalism.

WhitworthBallou Organizational Chart



Because our team is comprised entirely of experienced, seasoned professionals, organizational hierarchies are irrelevant, bureaucratic, and add unnecessary cost. Our collaborative approach draws on the requisite generalists and specialists required to plan and execute seamless, integrated solutions. In the optimal mix. At the precise right time. In the right proportions and cost.

While it has become cliché, in our case it is an absolute mantra: we attain for our clients maximum impact for the dollar invested by purposefully managing the natural synergies of a well-orchestrated campaign and tightly integrating the participation of practice specialists across each discipline.

Our clients and pro bono civic activities have included a number of blue chip organizations with whom we enjoy ongoing relationships*.

AgriThORITY, Inc. Kansas City, MO*

American Royal Association,
Kansas City, MO*

Assurant, Kansas City, MO*

Bert Nash Community Health Center,
Lawrence, KS

BlueWindow (www.bluewindow.org)*,
Kansas City, MO & Washington D.C.

Christian Foundation for Chil-
dren and Aging

City of Lawrence

Community LINC, Kansas City, MO*

CASA, Overland Park, KS*

Dairy Farmers of America,
Kansas City, MO*

DCCCA, Lawrence, KS

EMBARQ (Now CenturyLink)

Fuller Center of Kansas City, MO

Heartland Presbyterian
Conference Center*

Ingenuity Sales Consulting,
Wichita, KS*

Haskell Indian Nations University

Hillcrest Ministries,
Kansas City, MO*

Kansas Alliance For
Responsible Gambling

Kansas Chamber of Commerce

Kansas Health Care Association

City of Independence

DeSoto Chamber of Commerce

Johnson County Election Office,
Olathe, KS*

KaMMCO, Topeka, KS

Kansas City Convention
& Visitors Bureau

Kansas Department of Aging
and Disability Services*

Lawrence Arts Center

Lawrence Chamber of Commerce*

LeadingAge Kansas

Missouri Department of
Economic Development

Missouri Film Commission

Northland Community Choir,
Parkville, MO

"Our Health Matters" Magazine*

Starlight Theater, Kansas City, MO*

Sprint, Overland Park, KS

Sustainable Environmental
Solutions, Inc.*, Merriam, KS

State of Kansas Secretary of
State Elections Office*

United Way of Kansas City Wom-
en's Leadership Council*

Vance Publishing Corporation,
Lenexa, KS*

Women's Employment Network*

This team has experience and depth across a diverse array of industries and clientele. You'll find deep expertise in each, and the composite knowledge and skills that accrue from such diverse experience. Our role ranges from executing projects, to planning and supporting multi-year and multi-faceted initiatives and ongoing programs.

- Agriculture, Agribusiness & Sustainable Food Systems
- Agri-Tourism
- Animal Health & Biotechnology
- Business Services
- Casino Management
- Commodity Groups and Alliances
- Community and Behavioral Health
- Consumer Packaged Goods
- Economic Development
- Educational Institutions
- Equipment Manufacturing and Leasing
- Electoral Process and Awareness
- Entertainment Venues/Destinations
- Financial Services
- Government and NGO's – federal, state, & local
- Healthcare and Insurance
- Home Improvement/DIY
- Industry and Trade Relations
- Insurance
- Investor Relations
- Issues Management
- Manufacturing and Engineering
- Marketing Services and Research firms
- Not-for-Profit
- Publishing
- Renewable Energy and Sustainability
- Initiatives incl. Recycling, Ethanol Marketing
- Regulatory Agency Relations
- Retail, Lodging
- Social Service Agencies
- Technology & Telecommunications
- Transportation & Logistics
- Travel, Tourism, Convention & Visitors
- Utilities

Examples of Recent Integrated Creative Work Product follow on pages 40-60.

Sample Creative Message Rational page 68.

Sample Media Workplan page 69.

SUMMARY OF QUALIFICATIONS

Our dedicated consortium represents an ideal blend of business acumen, strategic creative skills and campaign development talents. This “A” Team has demonstrated relevant and highly successful experience with public service awareness campaigns, statewide media campaigns, and research-driven marketing and public service communications. While we believe the greatest value to your constituents is in integrated programs with continuity across channels and tactics, we are receptive to discussing projects of any scope that are important or help lay the foundation for your ultimate success.

Market Focused Electoral Campaign Drives Early Turnout and Associated Savings

For the Johnson County Election Office, WhitworthBallou developed and led the voter engagement/public service campaign that resulted in 78% voter turnout and over 50% early balloting by Johnson County voters during the 2008 election cycle. That was more than double the County’s goal and earned the Election Center’s Stars and Stripes awarded as a model public-private partnership. Public Service Advertising, out-of-home promotion and events, and community partnerships were the hallmark of the campaign.

The campaign revolved around the centerpiece www.jocopolo.com website supported by public service and paid broadcast, media relations, community events and civic partnerships.

S.A.F.E. Act Rollout and Voter Education “Near Perfect”

This same team has won accolades for the statewide campaign underway in support of S.A.F.E. Act legislation from state and local officials and community partners.

The statewide initiative that has delivered 100% blanket geographic coverage and a multi-faceted communications campaign to engage all voting age Kansans in the provisions of recently enacted voting legislation.

Public Service broadcast is the centerpiece of the campaign that began in January 2012 and will continue through 2013. An impressive coalition of civic organizations, businesses associations, corporate interests, state and local public officials have volunteered their own communications infrastructures to the campaign. The website, www.gotvoterid.com has been praised for the usefulness of the embedded Education Resources toolbox and social media functionality.

The “gotphotoID” campaign has been acclaimed by local officials, social service agencies, and corporate partners for creativity and ease of execution by communications partners.

Campaign highlights include television, radio, print, and the www.gotVoterID.com web-

site where Kansans can find essential voter information content and community partners have access to a Voter Education toolbox with print, video, and social media.

With precision media planning, public service leverage, and community partner outreach, a modest budget is supporting reach to 90% of Kansas voters and 100% blanket geographic coverage. In early test elections and the 2012 General Election, the number of provisional ballots, a key metric, is less than .002. According to the Department Director, "There's no such thing as 'perfect' in the elections business but these campaign outcomes come close."

New Problem Gambling Awareness Campaign shifts strategic focus to reach broad-based Kansas stakeholders and constituents.

For the Kansas Problem Gambling and Other Addictions Fund/Kansas Alliance For Responsible Gambling, WhitworthBallou has administered statewide Awareness, Prevalence and Attitude Research that informed enhanced Prevention strategies and new messaging for public service advertising, web presence, and social media for the Alliance. WhitworthBallou has been invited to advise and assist related statewide coalitions, regional task forces and the gaming industry with grassroots activities, social media, et al.

The campaign is aimed at all Kansans and adopts a prevention approach designed to engage "at risk" populations and concerned others.

Creative samples follow on the next few pages of four of our integrated media campaigns. We would be pleased for any opportunity to present and discuss comprehensive case studies for each describing the research and analysis, strategic plans, budget considerations, rationale and outcomes for each.

**Project: Kansas Department for Aging and Disability Services
& Kansas Alliance For Responsible Gambling**

- 1. :30 Sec TV Storyboard - Video on enclosed DVD**
- 2. Outdoor Billboard**
- 3. Website Landing Page**

1. :30 Sec TV Storyboard - Video on enclosed DVD



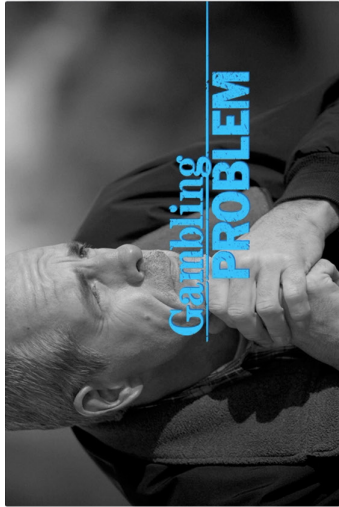
Learn about the warning signs that You



Find out more, go to ksgambinghelp.com



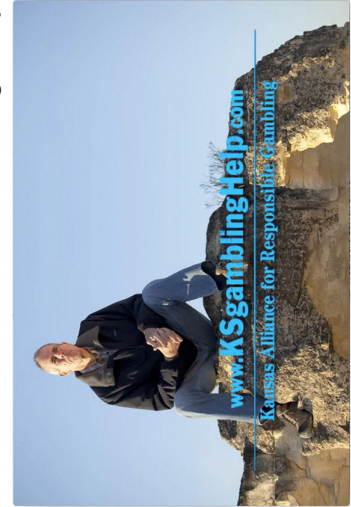
Know your Limits



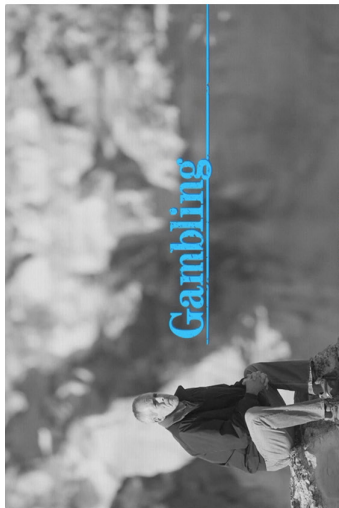
and having a Gambling Problem is...
Worth knowing.



Know Your Limits.
And learn where to get help.



And this station.



The difference between gambling...



or Someone You Care about
might be at risk.



This message brought to you by
The Kansas Alliance for Responsible Gambling

2. Outdoor Billboard



3. Website Landing Page

Kansas Responsible Gambling Alliance

About the Alliance | Communities Help for Gamblers | Help for Family & Friends Professionals

Know Your LIMITS

The difference between gambling and having a gambling problem is worth knowing. Learn about the warning signs that you or someone you care about might be at risk.

Ask yourself these questions.

- 1**
Have you ever tried to stop, cut down or control your gambling?
- 2**
Have you ever lied to family members, friends or others about how much you gamble or how much money you lost gambling?
- 3**
Have there been periods of two weeks or longer when you spent a lot of time thinking about your gambling experiences or planning future gambling ventures or bets?

If you answered "YES" to any of these questions

Getting Help is your BEST BET

Call 1-800-522-4700

Trained professionals are available **24 hours** a day to answer your questions.

- Understanding the warning signs that you or someone you care about is at risk.
- Explanation of treatment options and reimbursement programs. No out-of-pocket cost treatment is available to problem gamblers, family members, and concerned others who reside in Kansas.(2)
- Referral and contact information for certified problem gambling counselors near you.

More Info

- Espanola
- Kansas Alliance For Responsible Gambling Homepage www.ksgamblinghelp.com
- Family & Friends <http://www.ksgamblinghelp.com/help-for-family-a-friends.html>
- Professionals: certification information, events and course listings visit www.bhs.gov
- Community Problem Gambling Task Forces
- Southwest Kansas Problem Gambling Task Force Facebook link
- South Central Kansas Problem Gambling Task Force Facebook link
- Northeast Kansas Problem Gambling Task Force Facebook link
- Media Inquiries: angela.derocha@kdads.kd.gov

Reimbursement Policy — Treatment for problem gambling in Kansas is available at no cost to problem gamblers, family members and others affected by the problem. The State of Kansas will supplement insurance co-pays, deductibles, or the entire cost for uninsured families including associated transportation costs for up to 12 counseling sessions for anyone diagnosed with a gambling addiction. Treatment beyond those 12 sessions is available if mental health professionals consider it necessary.

Voluntary Exclusion Program — Problem gamblers have the option of self-exclusion. Once registered, they will be prohibited from entering any of the state-owned casinos in Kansas. In addition, they will be prohibited from cashing checks or using credit cards. They will also be removed from casino mailing lists and will be unable to claim Kansas Lottery winnings. More information on the program is available by calling the Kansas Racing and Gaming Commission at 785-296-5800. This information is also available in English and Spanish.

<http://www.ksgamblinghelp.com/help-for-problem-gamblers/voluntary-self-exclusion-program.html>

(1) Research on the NODS CLIP in Harvard and Cambridge studies found that if a person endorsed any of the three questions, there is an 88% probability that they have or had a gambling disorder.
 *Harvard/Cambridge Brief Re-socialization Screening based on American Psychiatric Association DSM-IV criteria for Problem Gambling.
 Luce-Gentien, M., Gentien, D., & Volberg, S. (2009). The NODS-CLIP: A rapid screen for adult pathological and problem gambling. Journal of Gambling Studies, 25(4), 541-553.
 Wickens, E., Butler, R., Brown, J., Patten, J. and Kline, R. (2008). Psychometric Evaluation of the National Opinion Research Center DSM-IV Screen for Gambling Problems (NODS). American Journal on Addictions, 17(5), 392-395.
 Three questions in the National Opinion Research Survey (NODS) pertain to loss of Control, Lying, and Preoccupation (the "CLIP"), and are 88% predictive in identifying virtually all pathological gamblers and most problem gamblers diagnosed by professionals submitting the complete NODS-CLIP.
 ©Kansas Alliance For Responsible Gambling

Problem Gambling Helpline — If you are concerned or someone you know has a gambling problem, help is available. Call **1-800-522-4700**

**Project: Kansas Secretary of State Election Office Integrated Campaign
for Secure and Fair Elections (S.A.F.E.)**

- 1. :30 Sec TV Storyboard**
Videos on enclosed DVD
 - :30 sec Phase 1 TV campaign**
 - :30 sec Phase 1 TV campaign Spanish**
 - :30 sec Phase 2 TV campaign**
 - :30 sec Phase 2 TV campaign Spanish**
- 2. Posters (Phase 1 and Phase 2)**
- 3. Print Ads**
- 4. Fact Sheets**
- 5. Website**
- 6. Outdoor**

1. :30 Sec TV Storyboard - Video on enclosed DVD



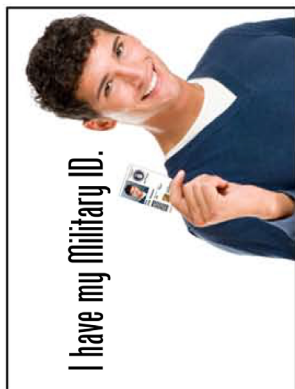
(female african american citizen speaking to camera with titles)
I have my U.S. Passport.



(Kris Kobach continues - the images on the right will change as the names for each piece of identification come on screen)
driver's license, military ID, passport,



(african american male continuing to vo with end title.)
800-262-VOTE or
gotvoterID.com
for more information.



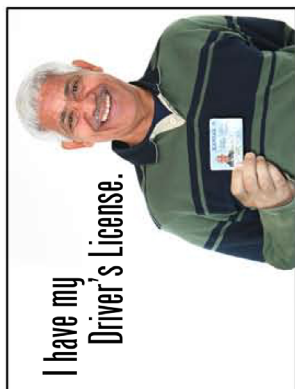
(young male talking to camera with titles reinforcing message)
I have my Military ID.



(Kris Kobach talks to camera with titles)
if you're a registered voter,
all you need is your



(african american male talking to camera with titles)
On August 7th, Take it to the Polls.
(alt generic version:
Every Election, Take it to the Polls.)



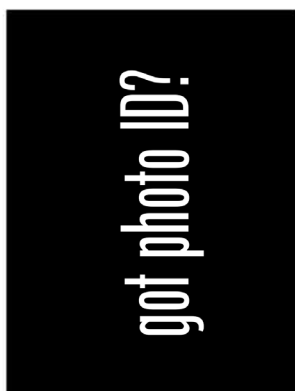
(male hispanic citizen continues to talk on camera with titles)
I have my driver's license.



VO with Titles
(voice will be the asian american female continuing)
The new Kansas voting law - It's just that easy.



(Kris Kobach VO with titles reinforcing message)
For a list of photo identification
go to: gotvoterID.com



VO with Titles
(voice will be the voice of first citizen - male hispanic)
got photo ID?



(asian american female citizen talking to camera with titles)
I have my Kansas College ID?



(Kris Kobach continues talking to the camera with titles
reinforcing message.)
Kansas College id, or other
qualifying ID card.

2. Poster - Phase 1

got photo ID?

If you're a registered voter, all you need to vote is your
Driver's License, Military ID, Kansas College ID
or other qualifying ID card.

**The new
Kansas Voting Law -
it's just that easy.**



Every Election,
TAKE IT TO THE POLLS.

For a list of accepted identification and additional information go to
gotVoterID.com or call **800-262-VOTE**

2. Poster - Phase 2

New Kansas Voter?

To vote in Kansas, you need to be a U.S. citizen.

To register to vote for the first time, you need proof of citizenship.

Got a Birth Certificate? Passport? or Naturalization Document?

Just take it or one of
many other accepted documents
to any voter registration site.



For a list of accepted identification and additional information
go to **gotVoterID.com** or call **800-262-VOTE**

Currently registered voters do not need to re-register.

CUSTOMIZE THE LETTER SIZED FLYER OR COUNTER CARD.
YOUR TEXT GOES HERE ABOUT LOCAL ELECTIONS OR SPONSOR LOGOS.

3. Print Ads

got photo ID?

If you're a registered voter,
all you need to vote is your
Driver's License,
Military ID,
Kansas College ID
or other qualifying ID card.


**The new
Kansas Voting Law -
it's that easy.**

On November 6,

TAKE IT TO THE POLLS

For a list of accepted identification and additional information
go to **gotVoterID.com** or call **800-262-VOTE**

Add your Election or Other information here including Sponsor



got photo ID?

If you're a registered voter,
all you need to vote is your
Driver's License,
Military ID,
Kansas College ID
or other qualifying ID card.

**The new
Kansas Voting Law -
it's that easy.**

On February 28,

TAKE IT TO THE POLLS.

For a list of accepted identification and additional information
go to **gotVoterID.com** or call **800-262-VOTE**



¿Tiene una identificación con foto?

Si usted está registrado para votar,
todo lo que necesita para votar
es su licencia de conducir,
su identificación militar,
la identificación de la universidad
a la que asiste en Kansas
u otra tarjeta
de identificación autorizada.

**La nueva ley para votar
de Kansas -
es así de fácil.**


En todas las elecciones,
LLÉVELA A LAS URNAS DE VOTACIÓN.

Para una lista de otras identificaciones aceptadas e información adicional,
vaya a **gotVoterID.com** o llame al **800-262-VOTE**.



4. FACT SHEETS

New Kansas Voter?



"I've got my Passport."

FACT SHEET

Proof of U.S. Citizenship for Voter Registration

Evidence Required

Any person registering to vote in Kansas for the first time will be required to provide satisfactory evidence of United States citizenship. Individuals registered to vote in Kansas as of the effective date of this requirement are deemed to have submitted proof of citizenship and are exempt from the requirement as long as they remain on the voter registration list. Moving from one place to another within Kansas or modifying one's registration records does not require the person to re-submit proof of citizenship. If a voter's registration is canceled, the person must submit a citizenship document when re-registering.

If a citizenship document is not provided at the time the person submits his or her voter registration application, it may be submitted at a later time. Such person may (1) mail or deliver the document to the county election office by the close of business on the day before the election, or (2) submit it electronically by midnight the day before the election. "Electronically" means fax, email or other electronic means approved by the Secretary of State.


Valid Citizenship Documents

Here is a list of documents that are acceptable for purposes:

- Driver's license or nondriver's identification card issued by another state or the District of Columbia (an equivalent governmental agency of another state or the District of Columbia is acceptable if the applicant's driver's license or nondriver's identification card is a satisfactory proof of U.S. citizenship)
- Birth certificate that verifies U.S. citizenship
- U.S. passport or pertinent pages of the applicant and the applicant's passport number
- U.S. naturalization documents or the number of the certificate of naturalization is printed on the registration rolls until the number of the certificate is printed on the rolls of the Bureau of Citizenship and Immigration Services of State, pursuant to 8 U.S.C. § 1373(c))
- Other documents or methods of proof of U.S. citizenship pursuant to the Immigration and Nationality Act
- Bureau of Indian Affairs card number, tribal enrollment card
- Consular report of birth abroad of a citizen of the United States

Voter Education - 12/13

got photo ID?



"I've got my Driver's License."

FACT SHEET

Valid Forms of Photographic Identification

Starting January 1, 2012, Kansas voters must show photographic identification when casting a vote in person. Acceptable forms of photo ID are:

- A driver's license or nondriver's identification card issued by Kansas or by another state or district of the United States
- A concealed carry of handgun license issued by Kansas or a concealed carry of handgun or weapon license issued by another state or district of the United States
- A United States passport
- An employee badge or identification document issued by a municipal, county, state, or federal government office
- A military identification document issued by the United States
- A student identification card issued by an accredited postsecondary institution of education in the state of Kansas
- A public assistance identification card issued by a municipal, county, state or federal government office

Exemptions from the Photographic Identification Requirement

- Persons age 65 or older may use expired photo ID documents.
- The photo ID requirements do not apply to military and overseas citizens who vote under the federal Uniformed and Overseas Citizens Absentee Voting Act (UOCAVA).
- The photo ID requirements do not apply in mail ballot elections. Mail ballot elections are limited to local jurisdictions holding special question-submitted elections.
- The photo ID requirements do not apply to voters who qualify, apply and are accepted to the permanent advance voting list, as long as they remain on the permanent advance voting list.
- Any person whose religious beliefs prohibit photographic identification may be exempted from the photo ID requirement. Any such person must complete and sign a Declaration of Religious Objection (Form DRO).

Advance Voters Identification Requirements

- A person voting *in person* in the county election office or at a satellite site is treated the same as a regular voter at the polling place on election day.
- A person voting *by mail* may write his or her driver's license number on the application form or submit a copy of valid identification with the ballot application.
- If an advance voter fails to provide identification information, or if the information provided is not valid, the county election officer may issue a provisional ballot, but the ballot is not considered valid unless the voter submits identification sometime before the county canvass.

Free Photographic Identification

A registered voter who does not possess any of the approved government-issued photographic identification documents and who wishes to vote may apply for a free nondriver identification card at the Division of Motor Vehicles. The person must sign a form containing an affidavit stating that he or she (1) is registered to vote and (2) does not possess a photographic identification document. Form DE-VID1 (Certification Requesting Fee Waiver for Nondriver Identification Card) is provided by the Division of Vehicles at all driver's license offices, at all county election offices and on the Secretary of State's website.

(800)262-VOTE

5. Website



got voter ID?

Valid Photo IDs
Proof of Citizenship
Educational Resources
Voter Registration
Voting Methods

The new Kansas voting law— it's just that easy.

I have my Kansas ID.


I have my U.S. Passport.


If you're a registered voter, bring one of these to the polls:
Driver's License, Nondriver ID Card, Concealed Carry Handgun License, U.S. Passport, Government Employee ID, U.S. Military ID, Kansas College ID, Government Public Assistance ID or Indian Tribe ID. (See [List of IDs](#) for more detailed descriptions.)

Changes in Kansas Voting Law

On April 18, 2011, Kansas Governor Sam Brownback signed the Kansas [Secure and Fair Elections Act](#) (S.A.F.E.) Act ([Español](#)) into law. Sponsored by the Office of the Kansas Secretary of State, this website contains information every voter should know about changes impacting elections under the S.A.F.E. law.

Starting January 1, 2012:

Voter Registration Kit

(The kit is designed to print as a booklet, on both sides of a page and stapled on the left.)

Kobach's Voter ID Tour

Statutes and Regulations

Like 649

got voter ID? is a guide to the election law changes under the Secure and Fair Elections law of 2011 (also known as the S.A.F.E. Act).

For complete election coverage, visit



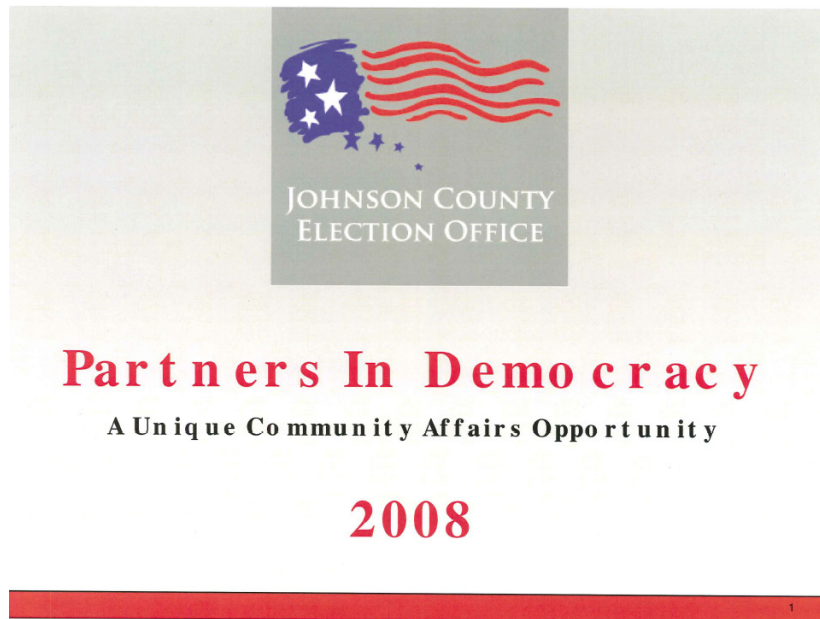
at www.voteks.org
or call (800) 262-VOTE

6. Outdoor - Van Graphics




Project: Partners in Democracy - JoCoPolo

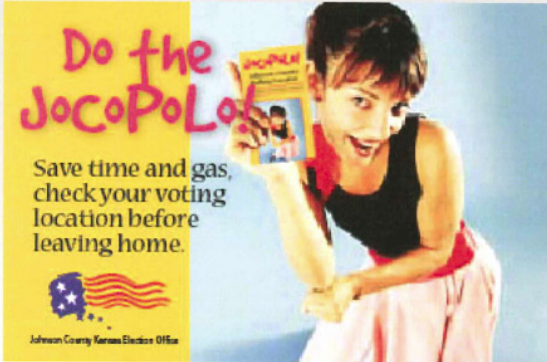
- 1. Campaign Overview**
- 2. Website**
- 3. Outdoor**
- 4. TV Spot on enclosed DVD**




1. Campaign Overview



Polling place awareness



- Simple, fun message
- Memorable music theme
- Bright, easy-to-use web site
- Centerpiece of events, media relations, advertising & PSA's



8

2. Website



3. Outdoor - van



Project: DCCCA - Draw the Line Lawrence

New identity/brand for a youth coalition creating awareness about and against underaged drinking.

- 1. Posters**
- 2. Website**
- 3. Collateral**
- 4. TV promotion campaign**

1. Posters

PARENTS OF TEENS:
SAVE THE DATE
4.13.12

DRAW THE LINE
Lawrence

Noon - 1pm Lunch & Learn @ Granada.
Box lunch provided to the first 100 parents.

MADD Power of Parents, It's Your Choice
"How to talk to your teen about underage drinking"

Round Table discussions with seasoned law enforcement officers
::A DAY IN THE LIFE OF LAW ENFORCEMENT::

Parents of teens, Law Enforcement, Forgive Me, but I'm Curious
on how **YOU** can Draw The Line

Chance to WIN a one night VIP stay with gourmet dinner
at The Runaway Pony (6th and TN)

Plus, Concert Ticket given away

BE INFORMED: www.DrawTheLineLawrence.com

105.9 KISS FM
KANSAS CITY'S HOTTEST 105.9

92.9 Bull 7
20th & new Country

KLWN
LAWRENCE NEWS
NEWS-TALK 1220 AM

DRAW THE LINE

AGAINST UNDER AGE DRINKING

I.D. Please

AN EMPLOYEE who **SELLS ALCOHOL** to anyone **UNDER 21** is **GUILTY** of a **CRIME!**
& fined up to **\$500** for **EACH OFFENSE**

EVERY SALE REMEMBER TO A.C.T.!

ASK FOR I.D. Always ask for I.D. for anyone who looks younger than 40 years old.

CONFIRM AGE AND IDENTITY. Calculate the person's age, look closely at the I.D. to confirm the person's identity.

TAKE CONTROL. Refuse to sell to people under 21.

I'm just following the LAW!

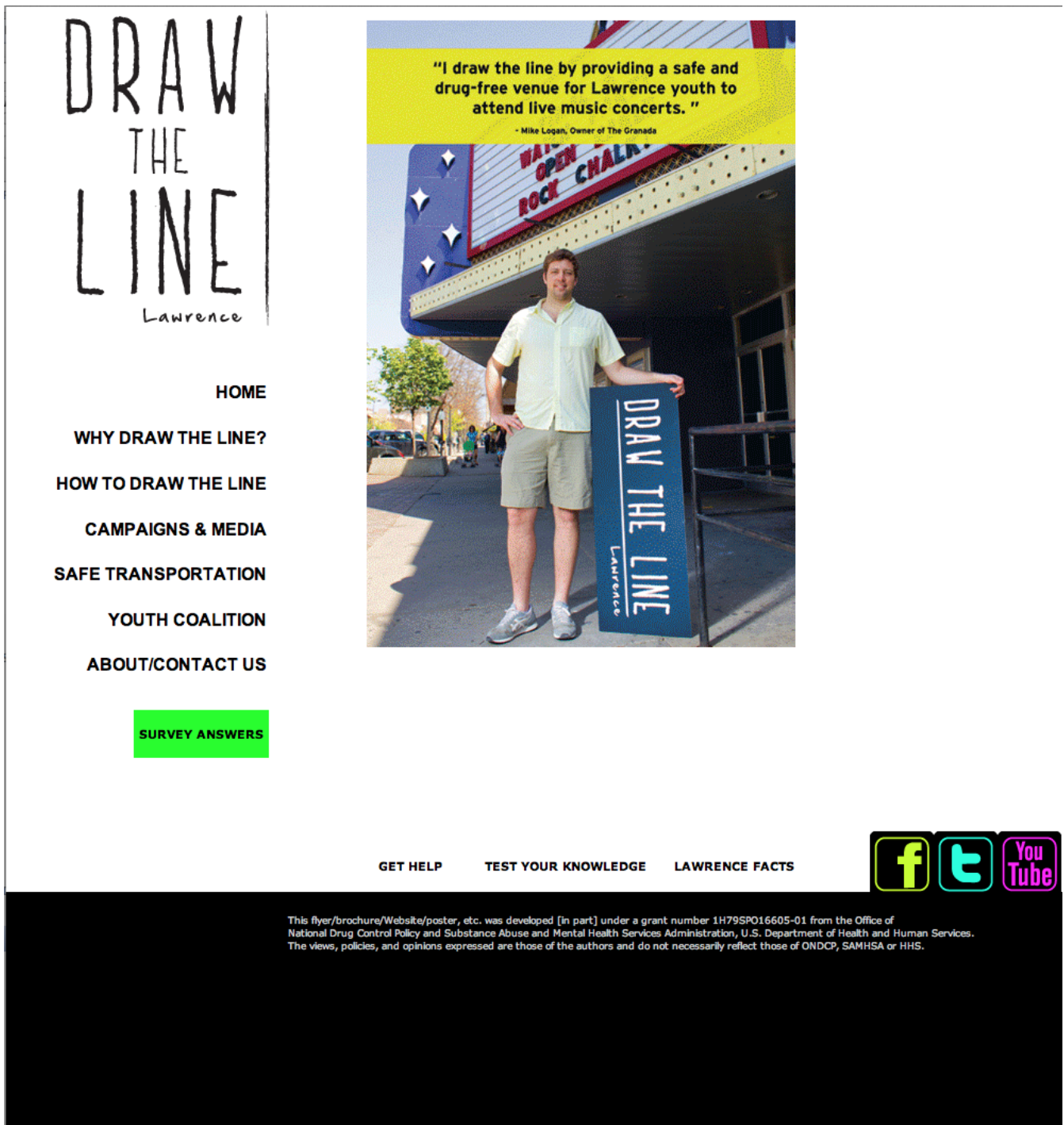
ALWAYS OBEY THE LAW!

Kansas Law Enforcement officers conduct random checks to ensure retailers are obeying the law.

DrawTheLineLawrence.com

This poster, etc., was developed, in part, under a grant from the Office of National Drug Control Policy and Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services. The views, policies, and opinions expressed are those of the authors and do not necessarily reflect those of ONDCP, SAMHSA or HHS.

2. Website



3. Collateral

DRAW THE LINE DONIPHAN COUNTY FACTS:

- 14** is the average age of first use in Doniphan County
- 27%** of Doniphan County kids Report past 30 day use of alcohol
- 27%** of 10th graders say alcohol is Very Easy to get.
- 35%** of 8th graders have tried more than a few sips of alcohol
- 31%** of seniors report to drink in the couple c

Draw The Line Lawrence

HOW DO YOU DRAW THE LINE?

VIDEO CONTEST

GRAND PRIZE \$750

DrawTheLineLawrence.com

PARENTAL DISAPPROVAL IS THE #1 REASON KIDS SAY THEY DON'T DRINK

Have you told them it's wrong?

DRAW THE LINE LAWRENCE

Providing this alcohol to someone **UNDER 21** could **COST YOU \$1,000**

DrawTheLineLawrence.com

Youth Coalition

THOSE WHO HOST LOSE THE MOST

If it's your property, it's your problem.
Don't be a party to Underage drinking.
It's against the law.

KANSAS' UNDERAGE DRINKING LAWS:

WHAT YOU NEED TO KNOW:

- As an adult, it is unlawful to directly or indirectly sell to, buy for, give or furnish any alcoholic liquor or beer to anyone under the age of 21.
- You cannot host minors consuming alcoholic liquor or cereal malt beverages at your residence, land, building or rented room (ex: hotel).
- Your "residence" ... your responsibility.

IF YOU BREAK THE LAW:

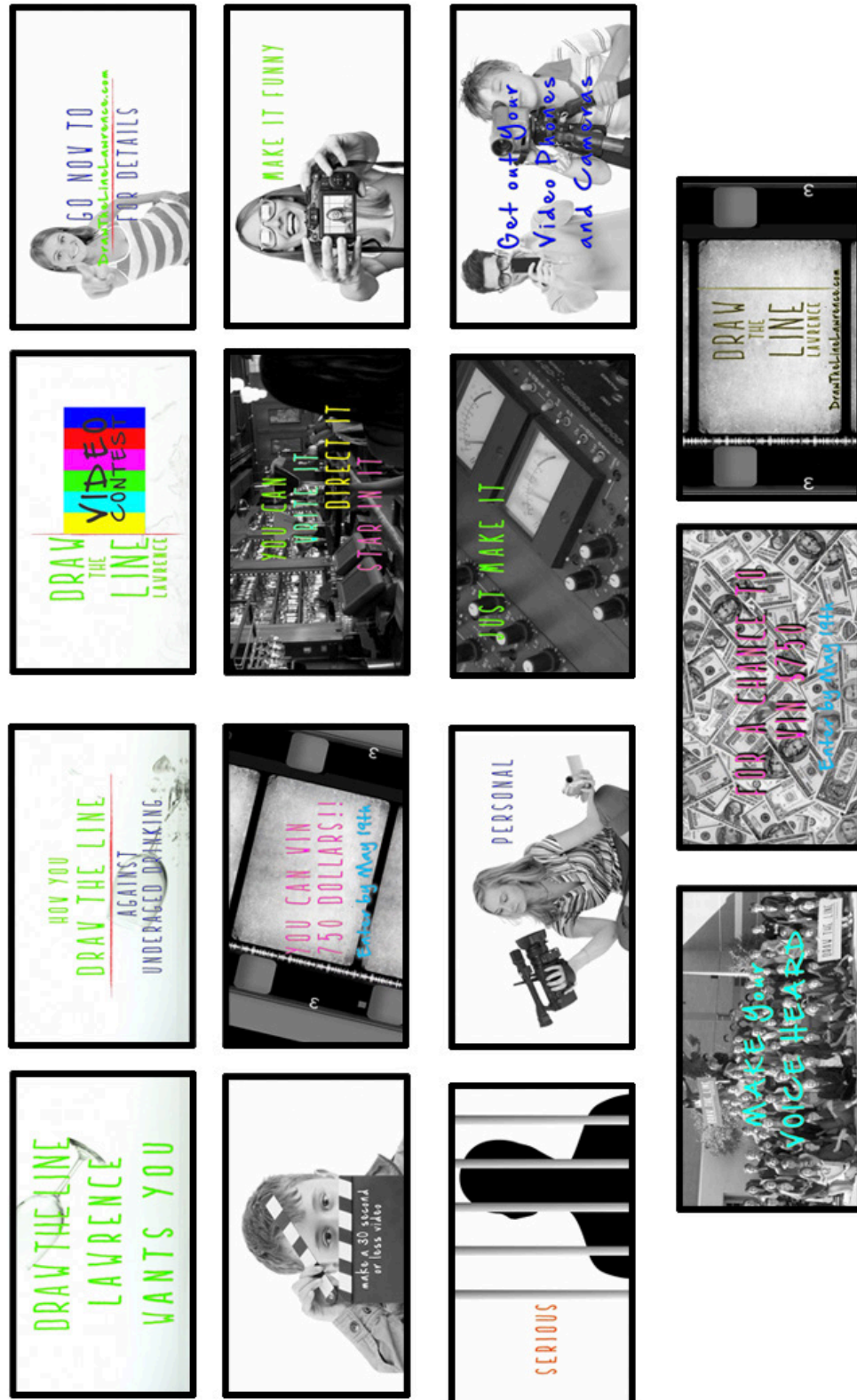
- Furnishing/purchasing: Minimum fine of \$200 and a sentence of up to 6 months in jail and up to \$1,000 in fines plus, court and legal fees.
- Hosting a party: minimum fine of \$1,000 or up to \$2,500 with up to a year in county jail, plus court and legal fees.

THINGS YOU CAN DO:

- Refuse to supply alcohol to youth either in your home, apartment, or simply buying it for them.
- Actively supervise parties when youth will be attending.
- Make sure alcohol is not brought into your home or onto your property by underage youth. Yes, that may mean checking purses and backpacks.
- Talk to other adults about not providing alcohol to events youth will be attending.
- Create alcohol-free opportunities and activities in your home so youth will feel welcome.
- Stay informed on the affects of alcohol on developing teenage brains, addiction, and trends so you become a source of information.

DrawTheLineLawrence.com

4. TV Promotion :30 Sec Storyboard Video on enclosed DVD



2.5 METHODOLOGY

The engine behind our clients' success is our ability to discern the pivotal factors that will most positively impact a specific project or your enterprise performance and how to exploit them. We call it the X Spot and we have a knack for finding it through time proven processes.

MATRIX® helps you create and integrate the component parts of your communications, public outreach, stakeholder development, and employee engagement playbook enabling you to address the external influences and internal processes required to achieve your program objectives and goals.

APEX® delivers the critical insights, laser-focused strategy, and diligent execution that deliver game-changing outcomes for businesses, public sector agencies, associations and commodity organizations. APEX® combines the most powerful and time-proven strategic marketing principles coupled with an ardent commitment to seamless, integrated execution. It is the roadmap that has enabled our clients to exploit market opportunities and forge a compelling value proposition. It begins with gaining actionable customer and industry insights that shape that value proposition, drive business growth, and sometimes illuminate what's around the corner.

An example of a planning template excerpted from a proposal to a State of Kansas agency is found in the Appendix illustrating the scope of work and application of these processes.

APEX: Strengthen performance in the marketplace x the workplace

The roadmap for improving business performance is an obvious but not-so-simple task of a compelling and relevant brand promise that is mirrored in your organization's performance and delivery on that value proposition. As public agencies become more mindful of their accountabilities, these customer focused principles are ever more so relevant.

From the outside in: Exploit market opportunities and customer needs.

- Cultivate strategic alliances and partnerships.
- Cultivate strategic alliances and partnerships.
- Implement practical, business building programs and integrated marketing campaigns to solidify your position.
- Clarify goals, diagnose obstacles, identify opportunities, and gain insights that illuminate your current position and inform your course of action.
- Identify growth and profit opportunities and develop comprehensive yet realistic strategies for exploiting them.
- Gain actionable customer and industry insights that shape your value proposition, drive growth and illuminate what's around the corner.
- Forge a truly meaningful brand position, and how to articulate it, that is credible and resonates with your customers.
- Identify profit opportunities and the most cost effective marketing mix for exploiting them.
- Employ practical tools for anticipating and responding to customer needs and assessing your performance.

From the inside out: Ensure congruity between your customers' expectations and their experience to improve your share of mind, wallet, and market.

- Develop an internal marketing blueprint that converges with your marketing plan, and unleashes the full strength and energy of your resources.
- Communications that improve your focus on customer needs and leverage your advantages.
- Attain an integrated 360° enterprise view of your organization and how to improve focus, sharpen your position, leverage your advantages and enhance customer value.
- Improve employee relations, attitudinal alignment, motivation and performance.
- Audit and enhance your product portfolio, service capabilities, people skills, technology, and processes to optimize your value proposition to your best prospects.
- Formulate strategies to gain employee alignment with your goals and their engagement with your customers.
- Implement training programs and on-going coaching to boost sales force effectiveness in winning and sustaining sales growth.
- Reward and recognize employees and channel partners to gain alignment, motivation, and performance.

SPECIFICATIONS

5.1	Scope of Work	p 64
5.2	Services to be Provided	p 64
	Marketing Advertising	
	Media buy/placement	
	Reporting	
	Photo/Video/Audio	
	In-house Production	
	Coverage	
	Understanding of KS Demographics	
5.10	Samples of Work	p 70
5.11	References	p 87

**Bid Event No. EVT0002068
Advertising & Media Buys**

**Submitted by:
WhitworthBallou LLC
December 16, 2013**

5. SPECIFICATIONS

Comprehensive Suite of Services and Scope of Work

APEX® combines the most powerful and time-proven strategic marketing principles coupled with an ardent commitment to seamless, integrated execution starting with the end in mind. Our Approach: Research Driven Communications Strategy; and thoughtful and thought-provoking continuity across all channels.

STRATEGIC SERVICES

- Marketing Strategy
- Advertising and Communications Planning & Budgeting
- Strategic and Program Measurement/Dashboards
- Market Analysis, Segmentation and Targeting
- Marketing and Advertising Research – Qualitative and Quantitative
- Business Intelligence and Insights
- Customer Profiling, CRM Architecture, and Contact Management
- Brand Positioning
- Consumer Insight/Experience Audits
- Brand Architecture and touchpoint analysis

OTHER STRATEGIC MARKETING SERVICES

- Communications Planning, Concepting, Ideation
- Presentations On Behalf of State to Stakeholder and Constituent Groups
- Business Development
- Partnership, Co-Marketing and Strategic Alliance Building
- Customer Loyalty and Employee Engagement
- Industry and Community Outreach/Events
- Education Curricula and Training Programs – Online & Traditional

MARKET INTELLIGENCE & ANALYSIS

- Competitive Analysis
- Target Audience Analysis and Personas Development
- Geographic Market Opportunity Analysis
- Secondary Research Analysis/Abstract Reports

CUSTOM MARKET RESEARCH

- Awareness, Advertising, Brand Perception Tracking Studies
- Brand Positioning/Ad Concept Testing/Brand Architecture & Identity
- New Product Feasibility/Market Viability Studies
- Website UX Research
- Other Proprietary Research
- Omnibus Studies

MATRIX® helps you create and integrate the component parts of your business development, sales, marketing and employee engagement playbook enabling you to address the external influences and internal processes are required to achieve your program objectives and goals.

By design and organization, WhitworthBallou is your single-source turnkey solution for all marketing, advertising, and media tactics offering elasticity of resources and scalability for scope.

PROJECT MANAGEMENT

- Budget Planning – Project, Program, and/or multi-faceted initiatives.
- Program Workplans
- Status Reporting and Monthly Stewardship Updates
- Meeting Attendance & Facilitation including Community Stakeholders, Leadership, Legislative

Transparency and stewardship is a hallmark of our client service philosophy. We believe when you check our references, including your counterparts at the Secretary of State's office or KDADS, you'll learn about our responsiveness, service quality and accountability, including regular formal reporting.

MEDIA

- Planning & Buying (Offline/Online) Objectives, Strategies, Tactics
- Research – Competitive Spend
- Access to media research tools including, Kantar Media, MRI, Nielsen, Arbitron and Scarborough / Media Audit
- Buying/Negotiations: Spot TV/Cable, Radio, Magazine, Newspaper, Outdoor, Direct Mail, Online (Search and Display), Mobile
- Placements – Orders & Contracts

MEDIA (con't)

- Stewardship incl. Schedule Maintenance, Optimization/Reporting, ROI Analysis, POV's
- Billing Generation/Budget Management/Invoice Reconciliation/Reporting

MEDIA STRATEGY

- Search Engine Marketing (SEM)
- Predictive Modeling
- ROI Modeling and Post-Buy Analysis

INTERACTIVE & SOCIAL MEDIA

- Strategy/Planning
- Website Development and Maintenance
- Social Media Guidelines
- Content Curation and Development
- Blog Writing
- Analysis & Tracking
- Online Marketing/Ad Word Management
- Database Management

CREATIVE SERVICES

- Stakeholder, Legislative, Constituent, and Internal Communications
- Annual Reports
- Presentation Development
- News Features and Op-Ed Pieces
- Logo development and execution
- Brand identity - naming and development
- Copywriting and Content Development
- Key artwork - art direction, development and design
- Campaign - concept, development and design
- Website - development, design and execution
- Email newsletter - concept, development and execution
- Final art execution
- Printer formatting

- Social Media design and execution
- Broadcast Television - script and concept development
- Broadcast Television - pre-production and production
- Broadcast Television - Editorial: produce, edit
- Broadcast Television - Graphics and postproduction
- Graphics animation
- Custom Broadcast and original music and lyrics
- Photography
- Advertising for all media
- Promotions - development and execution
- Collateral –brochures and pamphlets, posters

PRODUCTION SERVICES

- All Areas of commercial photography for magazines, newspaper, on-air, billboards.
- Proofreading
- Photo Editing
- Print coordination/bid coordination
- Electronic production file preparation
- Broadcast - pre-production - casting, scouting, budgets
- Broadcast - post production - finishing and digital delivery
- Data Entry
- Mass CD/DVD reproduction

OTHER MARKETING SERVICES

- Industry and Media Relations
- Internal and External Webinars
- Database and content management
- Trade Show and Community Relations Exhibits
- Event Strategies And Management

EXAMPLE Creative Message Rationale

Manifesting an “*Open For Business*” attitude needs to balance compliance, enforcement and registration tasks with practical, useful assistance to business and consumers. Kansas stands for common sense values. Fairness and opportunity are, indeed, bedrock principles.

And your communications must also demonstrate how KSC staff is involved constructively in the process of capital formation and new business growth and expansion.

A set of benefits is implied in what is described as your mission. We would work at translating “Protect and Inform Investors”, “Integrity, Fairness, Full Disclosure in Financial Services”; and “Foster Capital Formation” from passive or bureaucratic speak to one of active participation, service orientation and demonstrable value.

Your initial questionnaire and responses to our questions illuminated some important factors about your mission and values. Our job is to distill those insights, and those gleaned from the targeted audience segments, to shape a message strategy that is arresting and compelling, and achieves a high degree of relevance and clarity.

We strongly concur that the KSC identity is embedded as part of a Kansas brand. Kansas indeed has a heritage of opportunity, entrepreneurship, and innovation. And we concur there are myriad cases of that across the state and throughout Kansas history that serve as examples of enterprises that succeed and thrive.

Those stories can inform some of your financial literacy curricula and engage the general public. Those same stories in the form of mini-business case studies inspire the ambitions of new business start-ups and investors.

Kansas, supported by agencies like KSC, represents a business climate where business is celebrated. It is where business is conducted with integrity, and enterprising entrepreneurs and investors enjoy the advantages of fairness and transparency.

EXAMPLE WORKPLAN

1. Integrated strategy and plan
2. Baseline awareness research plan; data collection, tabulation and analysis
3. Creative Strategy and Development
4. Media Strategy

	March	April	May	June	July	August	Sep	Oct	Nov	Dec
Integrated Strategy and Plan	Discovery	Develop Strategy Framework and Plan Blueprint	Finalize Implementation Plan							
Awareness Research	Baseline awareness research plan	Data Collection	Tabulation & analysis	Awareness Baseline Report					Post-Awareness Data Collection and Analysis	Tabulation and Reporting
Creative Strategy and Development	Qualitative Message Research	Creative and Messaging Strategy	Segments 1-3 Message and Tactical Development	Develop Segments 1-3 digital/web content		Segments 4 & 5 digital/web content				
Media			Launch Phase 1 PSA's		Launch Phase 2 PSA's					

This methodology is prescribed to work through the requisite steps as efficiently as possible and achieve the greatest degree of synergy of all activities. It is a linear and iterative process that yields a needed level of confidence and validation of the strategic positioning and messaging strategies in the prescribed timeframe.

Samples of Work:

In addition to these samples, please refer to the work shown under 2.4 Qualifications in Integrated Work Samples.

(2) sample TV ads:

- 1. Television :15 - Kansas Financial Resources**
Storyboard follows, Video on DVD
- 2. Long Format Video - 3:00 - Lawrence Chamber Year End Video**
Storyboard follows, Video on DVD

(2) sample radio ads

- 1. Voter Education Campaign :30 second radio spot**
(script follows with audio on enclosed DVD)
- 2. Douglas County Bank :30 second radio spot**
(script follows with audio on enclosed DVD)

(2) sets of printed materials

- 1. Douglas County Bank - various printed campaign materials**
- 2. Lawrence Business Magazine – various layouts**

5.10 Samples of Work: Television :15 - Kansas Financial Resources



TITLES: Life Insurance. Retirement Planning.
Employee Benefits. Disability Insurance.
VO: In the world of financial uncertainty
There is one company that offers



VO: Advice with Accountability



VO: Kansas Financial Resources



VO: Call SCOTT, TODD or ERIC



At Kansas Financial Resources



Your resource for Insurance
And financial investment needs.

5.10 Samples of Work: Long Format Video - 3:00

Lawrence Chamber Year End Video



5.10 Samples of Work: Voter Education Campaign :30 second radio spot

Got Photo ID? – February 28

Got photo ID?

Whether it's a driver's license,
military ID,
or Kansas College ID?

With the new Kansas Voting Law,
It's just that easy.

This is Kris Kobach,
Kansas Secretary of State,

In the special election
on February 28th,
Wichita will be the first
major city in the state
to implement Kansas's
new photo id requirement.

If you're a registered voter,
all you need to vote is one of several
qualifying photo ID cards.

For a list of accepted cards
go to: [gotVoterID\(dot\)com](http://gotVoterID(dot)com)
or call 800-262-VOTE.

And remember on February 28th,
Take it to the polls.

5.10 Samples of Work: Douglas County Bank :30 second radio spot**Douglas County Bank – :30 second spot****“Stable. Secure. Smart”**

Your Douglas County Bank
is Stable

We’ve been a part of the community
for 60 years.

Your Douglas County Bank
is Secure

When other banks had to borrow government
and taxpayer dollars to survive,
we stood strong and safe.

Your Douglas County Bank
makes Smart Choices

We’ve received a Bauer Bauer Financial
5-Star Rating for excellence
for over 21 years. Only 3% of banks
can claim this distinction.

Douglas County Bank

Investing in our Community
... One customer at a Time

Member FDIC

Visit us online at [douglascountybank dot com](http://douglascountybank.com)

5.10 Samples of Work: Douglas County Bank - Print Materials 2

Need a
Construction Loan?

We have a
Team for that.

Our **Construction Loan** Team has been helping you turn your **dreams** into **reality** for **over 50 years.**



Mary Grob
Vice President
Loan Services

Investing in our
community
one loan at a time.



 **Douglas County Bank**

DouglasCountyBank.com 

Need a
Personal Loan?

We have a
Team for that.

Our **Personal Loan** Team has been helping you turn your **dreams** into **reality** for **over 50 years.**



Zak Bolick
Personal Lending

Michelle Jennings
Personal Lending

Investing in our
community
one loan at a time.




 **Douglas County Bank**

DouglasCountyBank.com 

Need a
Small Business Loan?


We have a
Team for that.


Our **Small Business** Team has been building local businesses for **over 50 years.**




Tim Metz
Small Business Lending

Investing in our
community
one loan at a time.



 **Douglas County Bank**

DouglasCountyBank.com 

5.10 Samples of Work: Douglas County Bank - Print Materials 3

STABLE.

We've been a part of the community for 60 years.



SECURE.

Our investments are sound.
When other banks had to borrow
government and taxpayer dollars to survive,
we stood strong and safe.

SMART.

Only 3% of Banks can claim a 5-Star Bauer
Financial Rating. At Douglas County Bank,
we have received 5-Stars for 21 consecutive years.





Douglas County Bank

Investing in our community,
one customer at a time.

DouglasCountyBank.com



5.10 Samples of Work: Douglas County Bank - Print Materials 1

**Need a
Mortgage Loan?**
We have a **Team** for that.

For almost 60 years
our **Home
Loan Team**
has been helping
community
members get
the home they
have always **wanted.**

Doug Gaston
Vice President
Real Estate
Loan Services

Ernesto Hodison
Vice President
Loan Services

Allisa Hurst
Mortgage
Loan Processor

Melissa Ingalls
Administrative Assistant
Loan Services

Mary Grob
Vice President
Loan Services

Investing in our community, One loan at a time.


**Douglas
County
Bank**

 **DouglasCountyBank.com** 

5.10 Samples of Work: Douglas County Bank - Print Materials 4

Take Control of Your Finances with
FinanceWorks™
powered by Quicken®

See What Your Money is Doing.



View Charts

Category	Amount	Percentage
Miss. Expense	\$5,100	21%
Credit Card	\$3,800	16%
Utilities	\$1,400	6%
Home Repair	\$170	1%

Create Budgets


Category	Amount	Percentage
Utilities	\$100	10%
Home Repair	\$100	10%

Get Email Alerts.

Ask one of our customer service representatives about FREE FinanceWorks™ Today.

Douglas County Bank

Investing in our Community,
One Customer at a time.

 DouglasCountyBank.com **Member FDIC**


**Are you Distinguished?
Notable?**

If You're 50 or Over at Douglas County Bank, You Are.

BECAUSE YOU EARNED IT

Notables Checking


- Free Checking
- Free Online Bill Pay
- Free Domestic Travelers' Checks
- Free Money Orders
- Free Consultation & Review of Estate Planning Documents & Investment Portfolio



Ask our customer service representatives about being Notable, today.

Douglas County Bank

Investing in our Community,
One Customer at a time.

DouglasCountyBank.com  **Member FDIC**

5.10 Samples of Work: Douglas County Bank - Print Materials 5



SERVICES FOR
YOUR FINANCIAL FUTURE.

Mike Davies

Peggy Leslie

Michael Carlisle

Jennifer Mohney

Investment Management.
Retirement & Estate Planning.
Trust Administration.

Trust & Investment Services



**Douglas
County
Bank**

INVESTING IN OUR COMMUNITY,
ONE CUSTOMER AT A TIME.

DouglasCountyBank.com

5.10 Samples of Work: Douglas County Bank - Print Materials 6



My Grandpa Douglas is always telling me
how to save money.
 I'm saving money today! -DJ

Grandpa Douglas

DJ Owl

**MONEY DOESN'T GROW ON TREES,
 YOU HAVE TO EARN IT.**
 -Grandpa Douglas

OPEN A Douglas County Bank
**YOUNG SAVERS ACCOUNT
 TODAY!**

www.DouglasCountyBank.com

Member
FDIC

5.10 Samples of Work: Douglas County Bank - Print Materials 7



5.10 Samples of Work: Lawrence Business Magazine - Print Materials 1



Bendapudi's primary research focus is on how customers evaluate which service providers and organizations are best able to meet their needs and when they merit long-term relationships. A second area of interest deals with how organizations can effectively



communicate their ability to meet customer needs. Her research has been published in the Journal of Academic Medicine, Harvard Business Review and Journal of Marketing, among others. Bendapudi is so respected in the field, she was asked to give a TED lecture on the topic (You can view it at: <http://www.youtube.com/watch?v=wOSwOstNOYk>).

After a time as an assistant professor of marketing at Texas A&M University, Bendapudi started at Ohio State University. She began as an assistant professor in 1996, before becoming an associate professor in 2002 and earning full professorship in 2008. While at Ohio State, Bendapudi founded and ran the Initiative for Managing Services, a center within the Fisher College of Business representing a consortium of

companies that partner with the college on teaching, research and outreach regarding service management.

"Neeli is missed," Dr. Stephen Mangum, Senior Associate Dean at the Fisher College of Business. "She was one of our most respected faculty members, most popular instructors and most friendly co-workers. I can't think of a University teaching award she didn't win. She published often and really invested herself in her work. Not only that, but her connections with the business world are invaluable. The business school at Kansas is lucky to have her, that's for sure. I don't think they could have found someone more qualified or passionate for the position."

Of all the candidates for the position, something about Bendapudi stood out.

"In addition to being an outstanding researcher, teacher and administrator, Neeli brings a bold vision for the School of Business," James P. Guthrie, search committee co-chair says. "Her understanding of what it will take to move the school forward is based upon her unique blend of business and academic experiences. And as a KU alumna, she brings an obvious love for the university and a familiarity with

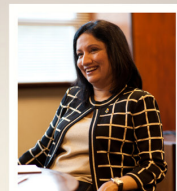
"As a KU alumna, she brings an obvious love for the university and a familiarity with the state's business climate that will benefit the school, its programs and its graduates."



the state's business climate that will benefit the school, its programs and its graduates."

The opportunity for Bendapudi was to return to Lawrence was completely unexpected.

"I can't speak highly enough about my time at Ohio State," Bendapudi says. "The faculty, the dean and the students at Ohio State are absolutely fabulous. Honestly, I hadn't ever considered leaving. Ohio State felt like home. KU was the only other university at which I could ever imagine working. When the search committee at KU contacted me I was shocked and absolutely thrilled. Ohio made every effort to keep me. But I told them, KU is home."

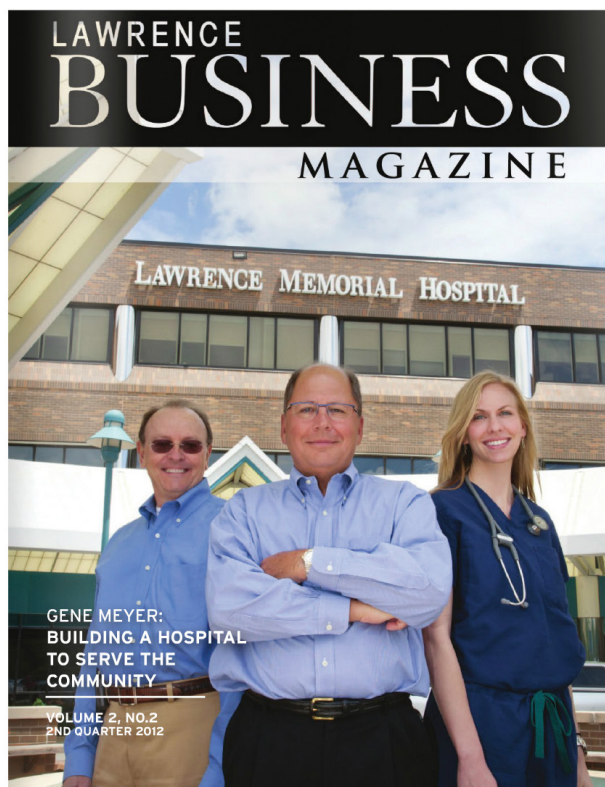


Bendapudi has three very simple goals for the business school.

"This must be a great place to learn, a great place to work and a great place to invest," she says. "All three are directly tied to the others. That said, we cannot concentrate on only one or two. We, as a school, must accomplish all three goals if we are going to continue to be a great university and serve our students."

Students, without question, must be the main focus of everyone at the university, according to Bendapudi. If KU is a business, the student body is the consumer. As a dean, Bendapudi feels a great responsibility to ensure the experience of her customers is second-to-none.

5.10 Samples of Work: Lawrence Business Magazine - Print Materials 2



What that has meant for LMH in recent years is expanding and cultivating certain service lines, particularly cardiology and its related disciplines. In November 2009, when Cardiology Consultants, a Kansas City-based practice affiliated with St. Luke's Health System, pulled out of Lawrence, LMH maintained four of the doctors and began its own practice, Cardiology Specialists of Lawrence. They recruited two more cardiologists to join the team and enfolded the Lawrence Vein Center. In January of this year, a new pulmonary practice began at LMH. Along with two new pulmonologists due to arrive in August, LMH is also expanding its cardiovascular-pulmonary laboratory. This full cardiovascular-pulmonary line means that all the business that used to go to St. Luke's is now staying in Lawrence.

Along with cardiology, LMH is the employer for the practices of Lawrence OB/Gyn Specialists, Lawrence General Surgery, Lawrence Neurology Specialists, Lawrence Wound Healing Center, The Oncology Center, Vascular Surgery Associates, Mount Oread Family Practice, and as of July 2011, the Internal Medicine Group. As well, LMH is part investor in Lawrence Surgery Center. LMH also operates four satellite clinics, in McCloud, Tonganoxie, Baldwin, and a newly built clinic in Eudora. These clinics employ a handful of physicians and support staff.

For the 43 physicians who are employed directly by LMH, the system can provide a house of support to manage the bureaucracy of regulations and reimbursement issues.

"Doctors didn't go to medical school to learn to run complicated businesses; they want to take care of patients," says Janice Early, Director of Community Relations at



"WE HAVE A SPECIFIC STRATEGY WITH THE SATELLITE CLINICS," MEYER SAYS.
"WE WANT TO PROVIDE ACCESS TO CARE THAT IS UNPARALLELED IN THOSE COMMUNITIES."

LMH. "And younger physicians have more of a commitment to a balance of family/work - it's a different style than older physicians. They don't want to work all those hours and be on call all the time. By being in an employment arrangement, they can spend their time doing what they do best."

For LMH, the satellite clinics and practices are not exactly all-win-no-loss. The hospital takes on the pressures of dealing with the regulations and red tape of individual practices and physicians. As well, all of the satellite clinics, and several of the individual practices, show a net loss for 2011.

But the practices and satellites send patients to LMH for lab work, tests and surgeries that generate income across the wider financial picture of the hospital. They spur name recognition and brand loyalty to LMH. For bedroom communities, the existence of an LMH clinic encourages them to find physicians closer to where they live rather than closer to where they work.

Part of the purpose of the satellite clinics is to draw the community line in a bigger circle than just around Lawrence. The hospital aims to serve districts on all sides of Lawrence, drawing people from not only

small towns, but also the eastern edges of Topeka and outlying Kansas City. Serving these communities creates a symbiotic relationship between those populations and the hospital: the communities gain greater options for excellent healthcare, and LMH draws in their business to the main campus.



MEYER AND CHARLES C. YOCKEY, MD, LAWRENCE PULMONARY SPECIALISTS REVIEW PLANS FOR THE PULMONARY EXPANSION AT LMH.

"We have a specific strategy with the satellite clinics," Meyer says. "We want to provide access to care that is unparalleled in those communities. Does Tonganoxie need an additional two primary care physicians in that community? Probably not. But because we want to support the healthcare of people in Tonganoxie, we have staffed 2 physicians there to provide excellent options. Does it cost us? Yes. Does it come back to LMH in revenue from patients that we previously did not serve? Absolutely."

The strategy Meyer touts is working. In 2011, LMH's net operating income was \$9.5 million, up 15% from the previous year. The profit includes \$10.5 million in charity care charges (up 33% from 2010) as well as \$19 million in bad debts (up 15% from 2010). With its non-operating income, including investments, LMH's total net revenue in 2011 amounted to \$12.2 million.

5.10 Samples of Work: Lawrence Business Magazine - Print Materials 3



5.10 Samples of Work: Lawrence Business Magazine - Print Materials 4



5.10 Samples of Work: Lawrence Business Magazine - Print Materials 5



5.11 REFERENCES

1. NAME: Brad Bryant, Elections Deputy
 W. Kay Curtis, Public Affairs Director

 COMPANY: Kansas Secretary of State Elections Office
 ADDRESS: Memorial Hall 1st Floor 120, W. 10th Street, Topeka KS 66612
 TELEPHONE: 785-296-4580
 E-mail: Brad.bryant@sos.ks.gov –or- Kay.Curtis@sos.ks.gov
 Agency Contact: Doug Ballou
 Length of Relationship: 2+ years
 Services Provided:

2. NAME: Angela Hagen, Director/ Sarah Fischer, Manager
 Angela deRocha, Director Communications

 COMPANY: Kansas Department for Aging and Disability Services
 ADDRESS: New England Bldg, 503 S. Kansas Avenue, Topeka KS 66603
 TELEPHONE: 785.806.7482 (deRocha); 785.260.5994 (Hagen)
 E-mail: angela.deRocha@kdads.ks.gov, angela.hagen@kdads.ks.gov
 Length of Relationship: 2 years
 Services Provided: Research, Strategic Direction, Creative Services,
 Full Service Traditional and Digital Media Planning and Buying;
 Community and Industry Coalition-Building, Media Relations & P.R., Web design.

3. NAME: Brian Newby, Election Commissioner
 COMPANY: Johnson County (KS) Election Office
 ADDRESS: 2101 East Kansas City Road, Olathe, KS 66061
 TELEPHONE: 913-706-9679
 E-mail: brian.newby@jocogov.org
 Length of Relationship: 6 years
 Services Provided: Public Service Advertising, Media Buying, Events,
 Community Outreach & Partnerships, Promotion (Mobile Promotion and
 Events), In-Store Promotional Tie-Ins, Website Design and Architecture

-
4. NAME: Becca Booth
 COMPANY: Douglas County Bank
 ADDRESS: 300 W. 9th, Lawrence, Kansas 66044
 TELEPHONE: 785-865-1000
 E-mail: bbooth@douglascountybank.com
 Agency Contact: Ann Frame Hertzog
 Length of Relationship: 3 years
 Services Provided: Creative Development & Execution
5. NAME: Jennifer Jordan, Director of Prevention
 COMPANY: DCCCA, Inc., Draw the Line Lawrence
 ADDRESS: 3312 Clinton Parkway, Lawrence, KS 66047
 TELEPHONE: 785-841-4138
 E-mail: jjordon@dccca.org
 Agency Contact: Mark Kern
 Length of Relationship: 7 years
 Services Provided: Creative Development & Execution, Media Strategy

Additional References Research Colleagues

6. Gene Brown PhD
 Valentine Radford Professor of Marketing
 Bloch School of Management
 University of Missouri- Kansas City
 913-515-2505 brownge@umkc.edu
7. James Lumpp, PhD
 Head of Undergraduate and Graduate Integrated Marketing Program
 University of Mississippi
 Oxford, MS
 770-395-7512 jal1789@mindspring.com



6.0 Cost Sheet

Contractual Provisions Attachment

**Bid Event No. EVT0002068
Advertising & Media Buys**

**Submitted by:
WhitworthBallou LLC
December 16, 2013**

6. COST SHEET

Contractor Name: WhitworthBallouLLC

Our success in serving agencies of the State of Kansas, not-for-profit organizations, and NGOs has been predicated on an unwavering commitment to successful outcomes, disproportionate value, and exceeding client service needs.

We strive to and have demonstrated great flexibility to provide a blended rate that enables us to outperform client expectations for work product, service quality, and affordability.

Budgeting is done at the overall initiative, program, and project level based on estimates of required time.

Our normal billing rates range from \$85 - \$135 per hour and are the basis for our project fee estimates.

In every case, our collaborative approach and integrated organization has enabled us to deliver the highest caliber work product within the parameters of State budgets whether for short-term, annual, or ongoing assignments. We enjoy modest overhead costs and none of the inherent inefficiencies of agencies with traditional organizations.

We have also learned how to incrementally build program infrastructure that enables State agencies to build economically sustainable programs that build equity.

Billing and Stewardship is provided in as much detail as required by each agency. All media invoices and affidavits of performance are retained on file for inspection or further audit beyond our own internal accountabilities.

We prefer to bill media costs in advance and apply all adjustments and make-goods either to the back-end of the schedule or refund to the State.

Interested Agencies are encouraged to consult with Administration Department officials Linda Gronquist and Jerry Clement; Nancy Bryant at the Office of Secretary of State; Sarah Fischer or Angela Hagen at Kansas Department For Aging & Disability Services to confirm our budgeting, accounting, and stewardship accuracy and compliance.

State of Kansas

Department of Administration

DA-146a (Rev. 10-11)

CONTRACTUAL PROVISIONS ATTACHMENT

Important: This form contains mandatory contract provisions and must be attached to or incorporated in all copies of any contractual agreement. If it is attached to the vendor/contractor's standard contract form, then that form must be altered to contain the following provision:

"The Provisions found in Contractual Provisions Attachment (Form DA-146a, Rev. 10-11), which is attached hereto, are hereby incorporated in this contract and made a part thereof."

The parties agree that the following provisions are hereby incorporated into the contract to which it is attached and made a part thereof, said contract being the ____ day of _____, 20____.

1. Terms Herein Controlling Provisions: It is expressly agreed that the terms of each and every provision in this attachment shall prevail and control over the terms of any other conflicting provision in any other document relating to and a part of the contract in which this attachment is incorporated. Any terms that conflict or could be interpreted to conflict with this attachment are nullified.

2. Kansas Law and Venue: This contract shall be subject to, governed by, and construed according to the laws of the State of Kansas, and jurisdiction and venue of any suit in connection with this contract shall reside only in courts located in the State of Kansas.

3. Termination Due To Lack Of Funding Appropriation: If, in the judgment of the Director of Accounts and Reports, Department of Administration, sufficient funds are not appropriated to continue the function performed in this agreement and for the payment of the charges hereunder, State may terminate this agreement at the end of its current fiscal year. State agrees to give written notice of termination to contractor at least 30 days prior to the end of its current fiscal year, and shall give such notice for a greater period prior to the end of such fiscal year as may be provided in this contract, except that such notice shall not be required prior to 90 days before the end of such fiscal year. Contractor shall have the right, at the end of such fiscal year, to take possession of any equipment provided State under the contract. State will pay to the contractor all regular contractual payments incurred through the end of such fiscal year, plus contractual charges incidental to the return of any such equipment. Upon termination of the agreement by State, title to any such equipment shall revert to contractor at the end of the State's current fiscal year. The termination of the contract pursuant to this paragraph shall not cause any penalty to be charged to the agency or the contractor.

4. Disclaimer Of Liability: No provision of this contract will be given effect that attempts to require the State of Kansas or its agencies to defend, hold harmless, or indemnify any contractor or third party for any acts or omissions. The liability of the State of Kansas is defined under the Kansas Tort Claims Act (K.S.A. 75-6101 et seq.).

5. Anti-Discrimination Clause: The contractor agrees: (a) to comply with the Kansas Act Against Discrimination (K.S.A. 44-1001 et seq.) and the Kansas Age Discrimination in Employment Act (K.S.A. 44-1111 et seq.) and the applicable provisions of the Americans With Disabilities Act (42 U.S.C. 12101 et seq.) (ADA) and to not discriminate against any person because of race, religion, color, sex, disability, national origin or ancestry, or age in the admission or access to, or treatment or employment in, its programs or activities; (b) to include in all solicitations or advertisements for employees, the phrase "equal opportunity employer"; (c) to comply with the reporting requirements set out at K.S.A. 44-1031 and K.S.A. 44-1116; (d) to include those provisions in every subcontract or purchase order so that they are binding upon such subcontractor or vendor; (e) that a failure to comply with the reporting requirements of (c) above or if the contractor is found guilty of any violation of such acts by the Kansas Human Rights Commission, such violation shall constitute a breach of contract and the contract may be cancelled, terminated or suspended, in whole or in part, by the contracting state agency or the Kansas Department of Administration; (f) if it is determined that the contractor has violated applicable provisions of ADA, such violation shall constitute a breach of contract and the contract may be cancelled, terminated or suspended, in whole or in part, by the contracting state agency or the Kansas Department of Administration.

Contractor agrees to comply with all applicable state and federal anti-discrimination laws.

The provisions of this paragraph number 5 (with the exception of those provisions relating to the ADA) are not applicable to a contractor who employs fewer than four employees during the term of such contract or whose contracts with the contracting State agency cumulatively total \$5,000 or less during the fiscal year of such agency.

6. Acceptance Of Contract: This contract shall not be considered accepted, approved or otherwise effective until the statutorily required approvals and certifications have been given.

7. Arbitration, Damages, Warranties: Notwithstanding any language to the contrary, no interpretation of this contract shall find that the State or its agencies have agreed to binding arbitration, or the payment of damages or penalties. Further, the State of Kansas and its agencies do not agree to pay attorney fees, costs, or late payment charges beyond those available under the Kansas Prompt Payment Act (K.S.A. 75-6403), and no provision will be given effect that attempts to exclude, modify, disclaim or otherwise attempt to limit any damages available to the State of Kansas or its agencies at law, including but not limited to the implied warranties of merchantability and fitness for a particular purpose.

8. Representative's Authority To Contract: By signing this contract, the representative of the contractor thereby rep-

resents that such person is duly authorized by the contractor to execute this contract on behalf of the contractor and that the contractor agrees to be bound by the provisions thereof.

9. **Responsibility For Taxes:** The State of Kansas and its agencies shall not be responsible for, nor indemnify a contractor for, any federal, state or local taxes which may be imposed or levied upon the subject matter of this contract.

10. **Insurance:** The State of Kansas and its agencies shall not be required to purchase any insurance against loss or damage to property or any other subject matter relating to this contract, nor shall this contract require them to establish a "self-insurance" fund to protect against any such loss or damage. Subject to the provisions of the Kansas Tort Claims Act (K.S.A. 75-6101 et seq.), the contractor shall bear the risk of any loss or damage to any property in which the contractor holds title.

11. **Information:** No provision of this contract shall be construed as limiting the Legislative Division of Post Audit from having access to information pursuant to K.S.A. 46-1101 et seq.

12. **The Eleventh Amendment:** "The Eleventh Amendment is an inherent and incumbent protection with the State of Kansas and need not be reserved, but prudence requires the State to reiterate that nothing related to this contract shall be deemed a waiver of the Eleventh Amendment."

13. **Campaign Contributions / Lobbying:** Funds provided through a grant award or contract shall not be given or received in exchange for the making of a campaign contribution. No part of the funds provided through this contract shall be used to influence or attempt to influence an officer or employee of any agency or a member of the Legislature regarding any pending legislation or the awarding, extension, continuation, renewal, amendment or modification of any government contract, grant, loan, or cooperative agreement.

APPENDIX

APPENDIX 1
WORKPLAN EXAMPLE p 94

APPENDIX 2
MEDIA FRAMEWORK AND
BUDGET ESTIMATES EXAMPLE p 101

Bid Event No. EVT0002068
Advertising & Media Buys

Submitted by:
WhitworthBallou LLC
December 16, 2013

APPENDIX 1: WORKPLAN EXAMPLE

Our exact approach for any given State agency will be shaped to the specific assignment. As a point of reference, below is the methodology that was proposed to the Election Office of the Secretary of State to illustrate the process and how multiple disciplines are integrated into a plan tailored to the agency and Kansas audiences. (budgets have been redacted)

4.4 Methodology and Timeline

Within the bid response, the bidder shall provide a detailed methodology and a specific timeline for providing and implementing services. The television and radio advertisements for Phase I will air during the timeframe from January 1, 2012 to April 3, 2012 and July 1, 2012 to November 6, 2012. Consequently, all creative and production work should be submitted for approval prior to December 1, 2011. The television and radio advertisements for Phase II will air during the timeframe between December 1, 2012 and July 1, 2013. Consequently, all creative and production work for this phase should be submitted for approval prior to November 1, 2012.

Methodology – EXAMPLE



This proposed methodology is prescribed to work through the requisite steps as efficiently as possible, and achieve the greatest degree of synergy of those activities. The approach both satisfies the RFP and legislative mandates. The approach builds on the media and public service foundation with a Voter Engagement and Outreach Strategy to ensure targeted demographics and at-risk groups are reached; and to employ communications channels outside the heavily congested election-year traditional media.

Finalize Strategy & Plan

The strategy and tactics outlined are based on decades of experience but without benefit of discussion with Secretary of State Election officials. So, the first step in our process will be understanding policy directives, Election Commissioners' advisory group input, SOS voting pattern data, and the SOS plans that would complement the activities described here.

A media relations strategy, the Secretary of State's personal appearance schedule, and other considerations can and should be incorporated into the overall communications strategy to ensure activities are synchronized and achieve the greatest synergies and unity possible.

Media Plan, Negotiation, and Contract

Ensuring effective reach to the voting population is obviously paramount and puts media analysis at the forefront of the process. The reality of a modest budget makes rigorous analysis and judicious media selection a primary driver of the campaign and to stretch the available resources.

Criteria for the media strategy will include:

- Geographic coverage
- Reach against 18+ Target
- Cross channel opportunities, e.g. publishers' websites, broadcasters' websites
- Pass-along opportunities -- print, digital, and word-of-mouth.
- Availability of day-parts, programming and formats conducive to the creative approach
- Opportunity to directly or indirectly engage news and editorial staffs.
- Overlap with the preferred media of potential outreach partners who may co-sponsor

To implement our media plan, we will use several media research sources to measure audience delivery in quantitative and/or qualitative terms. Nielsen Media Research provides audience delivery estimates for broadcast and cable television. We use Nielsen's Viewers in Profile report to measure audience delivery for specific programming against our target demographic. On the radio side of the equation, Arbitron serves as the industry standard for measuring audience delivery. We subscribe to the aforementioned rating

services and are well versed in the practical use of such data.

Rating data from Nielsen and Arbitron serve as the common currency between media sellers and buyers in the valuation of media air time. Using this research as a point of reference, we know how to negotiate from a position of strength. We do our homework. We speak the language. When we initiate contact with the media, we quickly establish the parameters of the buy. Then we use our media research to quantify audience delivery, allowing us to negotiate competitive rates for our clients.

Although we are tough negotiators, we are equally committed to develop positive relationships with the media that are built on mutual trust and respect. Case in point, the Kansas Association of Broadcasters turned to us when they were looking for an independent third party to handle media planning and placement. We believe these positive relationships will prove valuable as we negotiate matching weight and value added promotion. In addition, our positive media relationships will pave the way for subsequent public relations activities.

Creative Process: Developing the IDea?

The idea or branding communication is developed by following our unwavering philosophies of effective communications:

First, understand your communications objective from the point of view of the intended recipient, through their prism, on their terms.

Second, earn your audience's time and attention. Be arresting, memorable, and engaging.

Third, earn their respect by being respectful ...take the subject seriously, but not yourself too seriously.

And fourth, make sure to understand all sides both the positive and possible negative in order to make sure to communicate the message effectively and intelligently avoiding unforeseen interpretations.

In developing the campaign for S.A.F.E. voting, we anticipate the challenges: Our objective should be to mitigate, not argue, opinions about the underlying legislation. The tone and tenor should be good-natured, offering a straightforward approach to inform the voter of the law, a reminder of identification requirements, and help the voter avoid inconvenience and have a positive voting experience.

It needs to be acknowledged that a level of cynicism exists so communications must be positive, objective, and avoid any hint of negativity.

The storyboards presented, albeit without benefit of discussing with officials of the Secretary of State, suggest an approach that reflects these principles and recommendation.

Outreach and non-media voter engagement programs

Enlisting third-party partners has proven a successful tactic in similar situations, achieving greater reach to the target audiences and reinforcing the broadcast message by involving the audience through more diverse channels where they have a relationship. Given the minimalist budget, a Voter Engagement strategy is more imperative as a good faith effort to ensure voter awareness of new policy.

The Outreach will leverage existing WhitworthBallou/KMG client relationships and new ones. The Got Photo ID campaign is expected to appeal to potential partners for its public service altruism and friendliness.

Priority will be given four grassroots/outreach partner groups:

a. Electoral Organizations

Priority will be given to formatting tools for organizations active in the electoral process, specifically party apparatus, campaign management, and county election commissions; the League of Women Voters, and university student government organizations.

b. Retailers and Associations

We will reach out to high traffic retailers, chambers of commerce, utilities, and other entities with very large patron and customer groups. Examples include Hy-Vee, Dillon's, Westar, Kansas Chamber of Commerce, top 10 local Chambers, Kansas Farm Bureau, AARP Kansas, Association of Rural Electric Cooperatives, Kansas Healthcare Associations, DCCCA, and Kansas agricultural associations.

c. Website Affiliations

Partners with robust website activity will be solicited. The Secretary of State's website should likewise be adapted to accommodate as much of the integrated campaign as resources will support – television, print, partner recognition.

Requests will be made with heavily trafficked athletic fan websites e.g. KU Sports, Kansas Athletics, KSU Athletics and other University websites.

Web content will be provided to all Kansas state Senators and Representatives and the U.S. Congressional delegation to include in their website constituent services.

d. Targeted Segment Tactics

Tactics targeted to organizations and groups of specific segmented audiences including those at higher risk of disenfranchisement, or for whom traditional media may not be entirely effective.

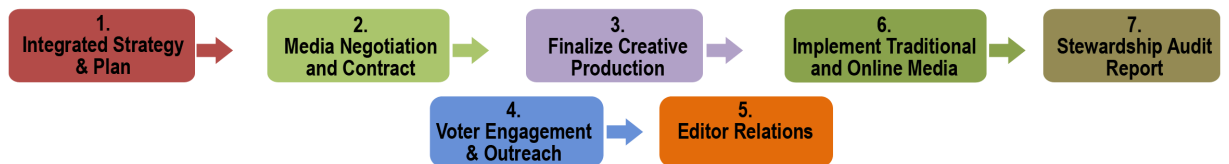
- Public agencies serving large population groups and those potentially affected
- Military personnel at Ft. Leavenworth, Ft. Riley, Olathe Naval Air Station, Kansas Air National Guard etc.
- Ethnic groups and festivals including Spanish speaking congregations
- Programs for the elderly
- The Kansas Board of Education will be contacted for assistance in making information available in student voter registration kits.
- Agencies supporting the economically disadvantaged
- Communications targeted to newcomers to the state through Real Estate associations, Visitors Bureaus, state licensing agencies, etc.

Insufficient resources are available to approach large employer groups individually but efforts through the Chambers of Commerce, health care associations, and other “aggregators” will be employed to leverage this channel.

Media Relations

An editor contact plan should be considered in context with the campaign to enlist editorial support of the voter identification and registration requirements, and to call attention to the media campaign itself. WhitworthBallou can serve as an agent in identifying the key editors and bloggers, and scheduling interviews and briefings as needed. Proactive media relations is neither in the scope of work described in the RFP nor reflected in the proposed budget but enlisting this strategy should be given priority to raise engaged voter awareness, word-of-mouth and pass-along information.

EXAMPLE Timeline



Phase 1 - ID Requirements

[illegible]

Phase 2 - Registration Requirements + Continue ID Support

[illegible]

Paid Media, which is tied to specific election events, occurs in Phase I. Should proof-of-citizenship legislation go into effect in 2012, the messaging and format has been designed to support both registration and voter i.d. information.

If the legislation does not change, and because proof of citizenship is not tied to specific election events, broadcast messages will be placed on a public service basis throughout 2013 to complement paid print announcements.

APPENDIX 2: EXAMPLE MEDIA FRAMEWORK & BUDGET ESTIMATES

Target Market:

Adults 18+, Kansas residents

- Registered voters in Phase I
- Not registered voters in Phase II
- Persons who are likely to be affected by new legislation
- Elderly
- Spanish speaking residents

Media Mix

We believe in the concept of media synergy (1+1=3). Our plan features an optimal mix that includes traditional and non-traditional media.

Traditional media will allow us to:

- Achieve broad reach against our target demographic.
- Deliver our message to a large geographic footprint that includes the entire state of Kansas.
- Most importantly, traditional media allows us to accomplish these two goals with a relatively high level of certainty.

Non-Traditional media will allow us to:

- Target a Social Media demographic and reach a captive audience throughout the campaign for minimal expense. Social Media exposure will be acquired through Facebook, Twitter and YouTube.
- Take a grassroots approach appropriate to marketing the campaign through corporate partnerships (Outreach and Corporate Partnerships are outlined in greater detail in Sec. 4.4/2.7.4). This will give the campaign longevity through the campaign with posters and bill inserts.
- Build frequency against younger, hard to reach demographics.
- Voter ID splash page/website. The splash page will directly relate to all marketing materials and advertisements. The splash page will simplify the message and process for the voter and connect to the Kansas Secretary of State website for more information.

Television

Strategic Rationale

- Serves as cornerstone of our media campaign
- Achieves broad reach against our target audience
- 90% reach against adults 18+
- Provides large geographic footprint
- Covers 98% of all Kansas homes
- Generates unmatched creative punch
- A unique combination of sight, sound, color and motion, allows us to communicate our message to our prospects at several levels
- Allows targeted message against Spanish speaking market
- Univision, Telemundo, Galavision, etc.

Geographic Coverage

Television campaign will feature full statewide coverage:

Kansas City DMA

- KMBC/ABC
- KCTV/CBS
- KSHB/NBC
- WDAF/FOX
- Cable

Wichita-Hutchinson DMA

- KAKE+/ABC
- KWCH+/CBS
- KSNW+/NBC
- KSAS+/FOX
- KDCU/Univision
- Cable

Topeka DMA

- KTKA/ABC
- WIBW/CBS
- KSNT/NBC
- KTMJ/FOX
- Cable

Pittsburg-Joplin DMA

- KODE/ABC
- KOAM/CBS
- KSNF/NBC
- KFJX/FOX
- Cable

Timing

One week of television will run prior to the Primary election in 2012 and a second week of television will run prior to the General election in 2012.

Daypart Distribution

- Early Morning News
- Noon News
- Early Evening News
- Late News
- Spanish Language Programming

Value Added Promotion

Agency will leverage media negotiations to gain matching weight and/or online component

Budget Estimates

300 GRPs per week in each DMA x 2 weeks \$xxxxxx

Audience Delivery Estimates

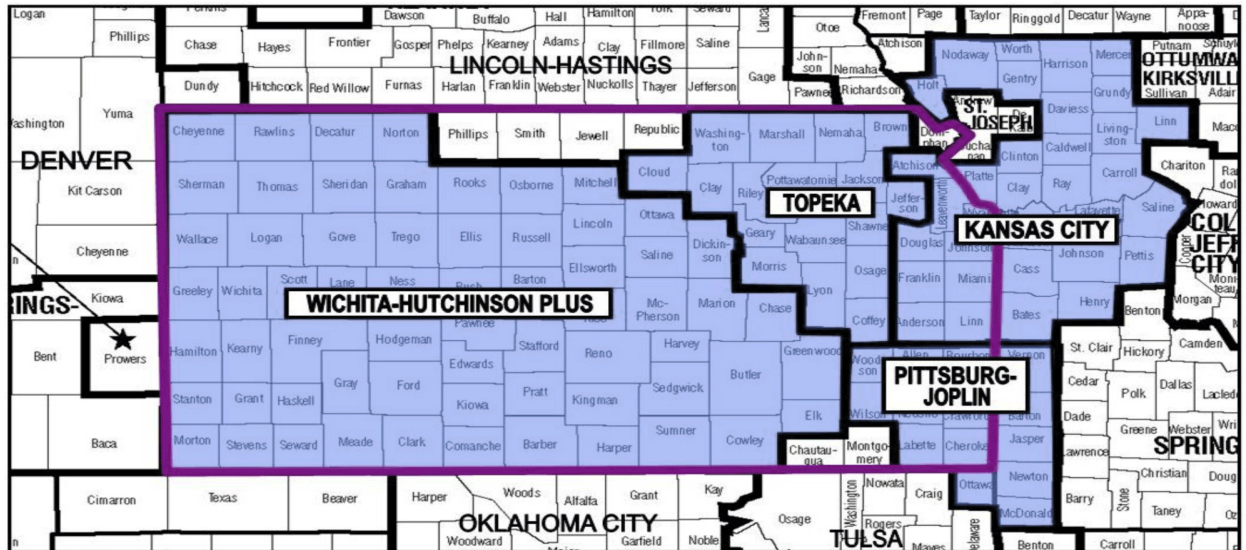
Reach: 90%

Frequency: 6.7

Gross Impressions: 19,838,994

Gross Impressions within Kansas: 12,028,110

Television Coverage Map



Broadcast television provides a large geographic footprint that covers 98% of all Kansas Households.

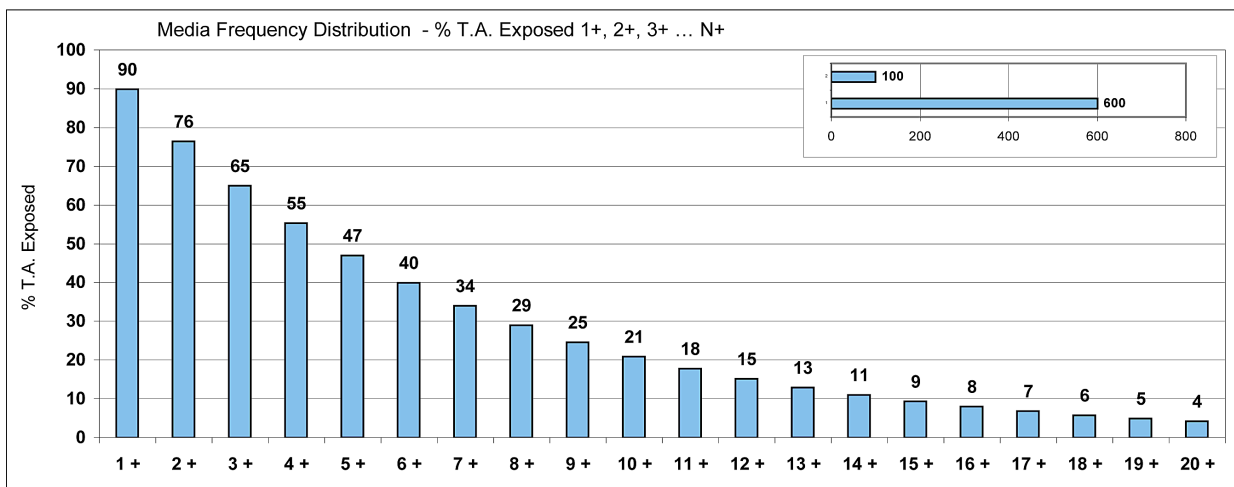
Reach & Frequency

**Kansas City, Wichita,
Topeka & Pittsburg DMAs
Demo: Adults 18+**

Reach & Frequency Analysis

GRPs	600
Average Rating	2.75
Max. Reach / Cume	90%
Demo Universe	2,004,685.0

# Units	218
Reach	90%
Average Frequency	6.7
Gross Impressions	12,028,110.



Radio

Strategic Rationale

- Creates media synergy (1+1=3)
- Builds frequency against our target audience
- Allows us to reinforce broadcast and print messaging at the final point of contact before they reach their polling location
- Assures message delivery against Spanish speaking market

Geographic Coverage

Selective Statewide Coverage – see coverage map & list

- Top Rated Stations in Kansas – 10 stations
- Kansas Information Network – 37 stations
- Spanish Language Stations – 8 stations

Timing

One week of radio will run prior to the Primary election in 2012 and a second week of radio will run prior to the General election in 2012.

Value Added Promotion

Agency will leverage media negotiations to gain matching weight and/or online component

Budget Estimates

Top Rated Stations – 10 stations

15x per week/station for two weeks \$XXXXX

Kansas Information Network – 37 stations

30x per week/station for two weeks \$XXXXX

Spanish Language Stations – 8 stations

30x per week/station for two weeks \$XXXXX

Audience Delivery Estimates

Top Rated Stations - 10 Stations

Gross Impressions within Kansas: 1,971,000

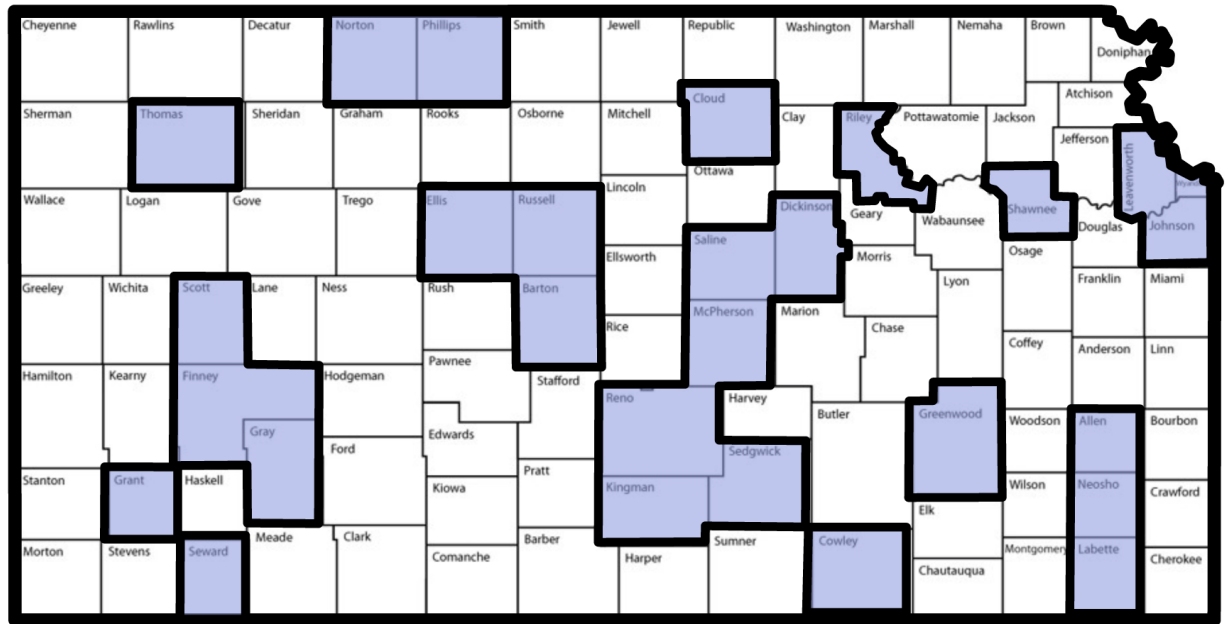
Kansas Information Network – 37 stations

Gross Impressions within Kansas: 2,094,000

Spanish Language Stations – 8 stations

Gross Impressions within Kansas: 174,00

Radio Coverage Map



Radio reaches a qualified audience using the top 10 rated stations, the Kansas Information Network and Spanish speaking stations.

Radio – Top 10 Stations

Radio Station	City	Format	A 18+ AQH Listeners
KFDI FM	Wichita	Country	11,300
KQRC FM	Kansas City	Rock	7,500
KCFX FM	Kansas City	Classic Rock	6,700
KCMO FM	Kansas City	Oldies	6,400
KRBB FM	Wichita	Lite Rock	6,200
KTPK FM	Topeka	Country	6,000
WHB AM	Kansas City	Sports	5,500
WDAF FM	Kansas City	Country	5,500
KBEQ FM	Kansas City	Country	5,400
KMBZ AM	Kansas City	News	5,200

Arbitron County Coverage Report, Fall, 2010, A18+, Average Quarter Hour Listeners within the state of Kansas.

Radio – Kansas Information Network

Radio Station	City	Format	A 18+ AQH Listeners
KNSS AM	Wichita	News/Talk	6,400
WIBW FM	Topeka	Country	4,300
KMUW FM	Wichita	News/Jazz	3,800
KCJK FM	Kansas City	Jack	3,000
WIBW AM	Topeka	News/Talk	2,700
KCMO AM	Kansas City	News/Talk	2,300
KKJQ FM	Garden City	Country	2,000
KSAL AM	Salina	News/Talk	2,000
KBLS FM	Manhattan	Adult Contemporary	1,700
KSAJ FM	Abilene	Oldies	1,700
KOTE FM	Eureka	Country	900
KBBE FM	McPherson	Full Service	900
KXKU FM	Hutchinson	Country	800
KVGB AM	Great Bend	News/Talk	500
KINZ FM	Chanute	Classic Hits	400
KNCK AM	Concordia	Country	300
KBGL FM	Great Bend	Oldies	300
KNGL AM	McPherson	Full Service	200
KRSL AM	Russell	Adult Contemporary	200
KABI AM	Abilene	Standards	100

Radio Station	City	Format	A 18+ AQH Listeners
KAYS AM	Hays	Oldies	100
KBUF AM	Garden City	Country	100
KKAN AM	Phillipsburg	Full Service	100
KQMA FM	Phillipsburg	Full Service	100
KLKC AM	Parsons	News/Talk	0
KKOY AM	Chanute	News/Talk	0
KWGB FM	Colby	Country	0
KALN AM	Iola	Oldies	0
KQNK AM	Norton	Classic Hits	0
KQNK FM	Norton	Classic Hits	0
KSKL FM	Scott City	Oldies	0
KULY AM	Ulysses	Country	0
KCAY FM	Russell	Adult Contemporary	0

Arbitron County Coverage Report, Fall, 2010, A18+, Average Quarter Hour Listeners within the state of Kansas.

Radio – Spanish Stations

Radio Station	City	Format	A 18+ AQH Listeners
KYQQ FM	Arkansas City	Spanish	1,500
KDTD AM	Kansas City	Spanish	1,100
KSSA FM	Ingalls	Spanish	300
KZQD FM	Liberal	Spanish	0
KKHK AM	Kansas City	Spanish	0
KYUU AM	Liberal	Spanish	0
KCZZ AM	Kansas City	Spanish	0
KTCM FM	Kingman	Spanish	0

Arbitron County Coverage Report, Fall, 2010, A18+, Average Quarter Hour Listeners within the state of Kansas.

Newspaper

Strategic Rationale

- Provides large geographic footprint – covers 99% of counties
- Allows us the ability to communicate detailed information
- Provides a foundation for positive public relations efforts
- Achieves visual synergy with non-traditional media

Geographic Coverage

Full Statewide Coverage

- 32 Daily Newspapers – 547,194 circulation
- 175 Weekly Newspapers – 386,623 circulation
- 11 Spanish, Vietnamese, Urban & Aging – 97,900 circulation

Timing

One insertion will run in each newspaper prior to the Primary election in 2012 and a second insertion will run prior to the General election in 2012. A third insertion will run in 2013 in conjunction with Phase II.

Value Added Promotion

Agency will leverage media negotiations to gain matching weight and/or online component

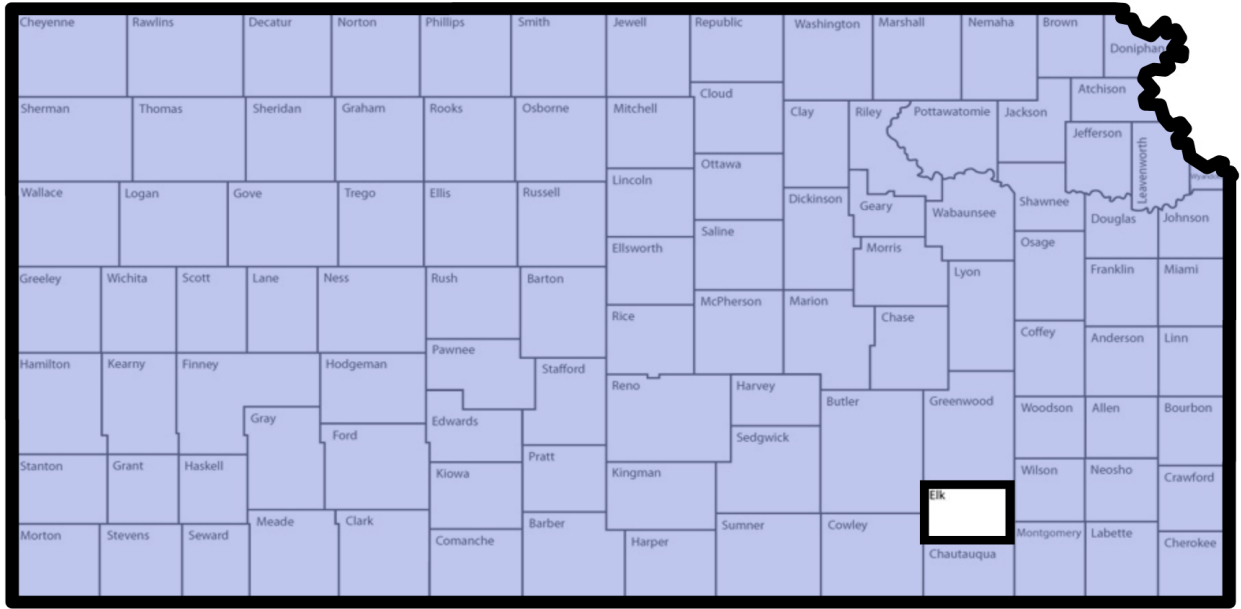
Budget Estimates

Three 2 column by 4 inch ads in 218 newspapers \$XXXXXX

Audience Delivery Estimates

Combined circulation based on three insertions: 3,095,151

Newspaper Coverage Map



Newspaper placement covers virtually every county in the state of Kansas.

Newspapers – Dailies

Newspaper	City	County	Circ
Abilene Reflector-Chronicle	Abilene	Dickinson	3503
Arkansas City Traveler	Arkansas City	Cowley	4050
Chanute Tribune	Chanute	Neosho	3699
Clay Center Dispatch	Clay Center	Clay	2767
Colby Free Press	Colby	Thomas	1954
Concordia Blade-Empire	Concordia	Cloud	2262
Council Grove Republican	Council Grove	Morris	1740
Dodge City Daily Globe	Dodge City	Ford	6691
Emporia Gazette	Emporia	Lyon	7387
Fort Scott Tribune	Fort Scott	Bourbon	2541
Garden City Telegram	Garden City	Finney	7924
Great Bend Tribune	Great Bend	Barton	6216
Hays Daily News	Hays	Ellis	9644
High Plains Leader & Times	Liberal	Seward	2700
Hutchinson News	Hutchinson	Reno	27248
Independence Daily Reporter	Independence	Montgomery	5168
Iola Register	Iola	Allen	3195
Junction City Daily Union	Junction City	Geary	4538
Kansas City Star	Kansas City	Wyandotte,	
		Johnson	237013
Lawrence Journal-World	Lawrence	Douglas	16902
Leavenworth Times	Leavenworth	Leavenworth	5531
Manhattan Mercury	Manhattan	Riley	9504
McPherson Sentinel	McPherson	McPherson	3442
Newton Kansan	Newton	Harvey	6647
Ottawa Herald	Ottawa	Franklin	3891
Parsons Sun	Parsons	Labette	4096
Pittsburg Morning Sun	Pittsburg	Crawford	6763
Pratt Tribune	Pratt	Pratt	1529
Salina Journal	Salina	Saline	26451
Topeka Capital-Journal	Topeka	Shawnee	42125
Wichita Eagle	Wichita	Sedgwick	75614
Winfield Daily Courier	Winfield	Cowley	4459

Newspapers – Weeklies

Newspaper	City	County	Circ
Advocate of Phillips County	Phillipsburg	Phillips	1838
Anderson County Advocate	Garnett	Anderson	1126
Anderson County Review	Garnett	Anderson	2924
Andover American	Andover	Butler	700
Anthony Republican	Anthony	Harper	2075
Ark Valley News Valley Center	Sedgwick	1836	
Atchison Globe Atchison	Atchison	3370	
Attica Independent	Attica	Harper	659
Augusta Daily Gazette	Augusta	Butler	1907
Baldwin City Signal	Baldwin City	Douglas	1734
Basehor Sentinel	Bonner Springs	Leavenworth	895
Bel Aire Breeze (monthly)	Valley Center	Sedgwick	7600
Belle Plaine/Oxford Combo	Belle Plaine	Sumner	1001
Belleville Telescope	Belleville	Republic	2778
Beloit Call	Beloit	Mitchell	1623
Bird City Times	Bird City	Cheyenne	434
Blue Rapids Free Press	Blue Rapids	Marshall	1000
Bonner Springs Chieftain	Bonner Springs	Wyandotte	2126
Bucklin Banner	Bucklin	Ford	449
Caldwell Messenger	Caldwell	Sumner	1192
Cawker City Ledger	Cawker City	Mitchell	763
Cedar Vale Outlook	Winfield	Chautauqua	400
Chapman & Enterprise News-Times	Chapman	Dickinson	742
Chase County Leader-News	Cottonwood Falls	Chase	1204
Cherokee County News-Advocate	Columbus	Cherokee	3800
Cimarron Jacksonian	Cimarron	Gray	824
Clark County Clipper	Ashland	Clark	603
Clark County Gazette	Minneola	Clark	325
Clyde Republican	Clyde	Cloud	788
Coffey County Republican	Burlington	Coffey	2680
Coffeyville Journal	Coffeyville	Montgomery	4725
Columbus News Report	Columbus	Cherokee	351
Community Voice	Wichita	Sedgwick	6600
Conway Springs Star			
and Argonia Argosy	Conway Springs	Sumner	1060
Courtland Journal	Courtland	Republic	548

Newspaper	City	County	Circ
Cunningham Courier	Cunningham	Kingman	624
Derby Informer	Derby	Sedgwick	1028
Dighton Herald	Dighton	Lane	1049
Downs News and Times	Downs	Osborne	958
Edwards County Sentinel	Kinsley	Edwards	1012
El Dorado Times	El Dorado	Butler	2878
Elkhart Tri-State News	Elkhart	Morton	1325
Ellinwood Leader	Ellinwood	Barton	911
Ellis Review	Ellis	Ellis	1007
Ellsworth County Independent/Reporter			
	Ellsworth	Ellsworth	2295
Erie Record	Erie	Neosho	980
Eureka Herald	Eureka	Greenwood	2052
Fairview Enterprise	Fairview	Brown	437
Fort Leavenworth Lamp	Leavenworth	Leavenworth	7500
Fort Riley - 1st Infantry Division	Fort Riley	Geary	9298
Frankfort Area News	Frankfort	Marshall	795
Galena Sentinel-Times	Galena	Cherokee	1331
Gardner News	Gardner	Johnson	2200
Glasco Sun/Delphos Republican	Glasco	Cloud	367
Goodland Star-News	Goodland	Sherman	1575
Gove County Advocate	Quinter	Gove	1754
Greeley County Republican	Tribune	Greeley	1071
Gyp Hill Premiere	Medicine Lodge	Barber	908
Hanover News	Hanover	Washington	866
Harper Advocate	Harper	Undis	
Harvey County Independent	Halstead	Harvey	1918
Haskell County Monitor-Chief	Sublette	Haskell	747
Haysville Sun-Times	Haysville	Sedgwick	1300
Herington Times	Herington	Dickinson	2000
Hesston record	Hesston	Harvey	1065
Hiawatha World	Hiawatha	Brown	1854
High Plains Journal	Dodge City	Ford	52151
Hill City Times	Hill City	Graham	2239
Hillsboro Free Press	Hillsboro	Marion	7309
Hillsboro Star-Journal	Hillsboro	Marion	1144
Hoisington Dispatch	Hoisington	Barton	1326
Holton Recorder	Jackson	4575	
Horton Headlight	Horton	Brown	1367

<u>Newspaper</u>	<u>City</u>	<u>County</u>	<u>Circ</u>
Hoxie Sentinel	Hoxie	Sheridan	1040
Hugoton Hermes	Hugoton	Stevens	1914
Humboldt Union Humboldt	Allen	569	
Jetmore Republican	Jetmore	Hodgeman	904
Jewell County Record	Mankato	Jewell	911
Johnson Pioneer	Johnson City	Stanton	800
Kansas Chief	Wathena	Doniphan	2710
Kansas City Call	Kansas City	Jackson, Mo.	Undis
Kansas City Record	Kansas City	Wyandotte	Undis
Kingman Leader-Courier	Kingman	Kingman	2250
Kiowa County Signal	Pratt	Kiowa	789
Kiowa News	Kiowa	Barber	1023
Labette Avenue	Oswego	Labette	1645
Lakin Independent	Lakin	Kearny	1,369
Lansing Times	Lansing/Leavenw.	Leavenworth	4,600
Larned Tiller & Toiler	Larned	Pawnee	1609
Ledger (Moundridge)	Moundridge	Moundridge	1120
Leoti Standard	Leoti	Wichita	865
Liberal Light	Liberal	Seward	undis
Lincoln Sentinel-Republican	Lincoln	Lincoln	1750
Lindsborg News-Record	Lindsborg	McPherson	1788
Linn County News	Pleasanton	Linn	2357
Linn-Palmer Record	Linn	Washington	981
Logan Republican	Logan	Phillips	900
Lucas-Sylvan News	Lucas	Russell	585
Lyons News	Lyons	Rice	1759
Madison News	Madison	Greenwood	883
Manhattan Free Press	Manhattan	Riley	2000
Marion County Record	Marion	Marion	2593
Marquette Tribune	Marquette	McPherson	520
Marysville Advocate	Marysville	Marshall	5033
Meade County News	Meade	Meade	1613
Merchant's Directory	Mullinville	Kiowa	344
Miami/Osawatomie			
/Louisburg Combo	Osawatomie	Miami	7447
Miltonvale Record	Miltonvale	Cloud	540
Minneapolis Messenger	Minneapolis	Ottawa	1485
Mirror (Tonganoxie)	Tonganoxie	Leavenworth	2400
Mission Valley Herald	Eskridge	Wabaunsee	561

Newspaper	City	County	Circ
Monitor-Journal (Little River)	Little River	Rice	546
Montezuma Press	Montezuma	Gray	1064
Montgomery County Chronicle	Caney	Montgomery	1856
Mount Hope Clarion	Hesston	Sedgwick	1625
Mulvane News	Mulvane	Sumner	1712
Neodesha Derrick	Neodesha	Wilson	1690
Ness County News	Ness City	Ness	1829
Ninnescah Valley News	Pretty Prairie	Reno	750
Norton Telegram	Norton	Norton	1229
Norwich News Conway Springs		Kingman	283
Oakley Graphic	Oakley	Logan	1315
Oberlin Herald	Oberlin	Decatur	1859
Olathe News	Olathe	Johnson	4424
Onaga Herald	Onaga	Pottawatomie	970
Osage County Herald-Chronicle	Osage City	Osage	4204
Osborne County Farmer	Osborne	Osborne	1354
Oxford Register Belle Plaine	Sumner	262	
Peabody Gazette-Bulletin	Peabody	Marion	1165
Phillips County Review	Phillipsburg	Phillips	1645
Plainville Times Plainville	Rooks	1207	
Prairie Post	White City	Morris	829
Prairie Star	Sedan	Chautauqua	2163
Protection Press	Protection	Comanche	818
Rawlins County Square Deal	Atwood	Rawlins	2014
Record (Turon)	Turon	Reno	491
Riley Countian	Riley	Riley	1086
Rose Hill Reporter	Rose Hill	Butler	868
Rural Messenger	Haven	Harvey	16000
Rush County News	LaCrosse	Rush	1707
Russell County News	Russell	Russell	2367
Sabetha Herald	Sabetha	Nemaha	1959
Scandia Journal	Belleville	Republic	432
Scott County Record	Scott City	Scott	1727
Sedgwick County Post	Wichita	Sedgwick	undi
Seneca Courier-Tribune	Seneca	Nemaha	2714
Shawnee Dispatch	Shawnee	Johnson	22,560
Smith County Pioneer	Smith Center	Smith	2688
South Haven New Era	Conway Springs	Sumner	341
Spearville News	Spearville	Ford	776

Newspaper	City	County	Circ
St. Francis Herald	St. Francis	Cheyenne	1441
St. John News	St. John	Stafford	632
St. Marys Star	St. Marys	Pottawatomie	1447
Stafford Courier	Stafford	Stafford	873
Sterling Bulletin	Sterling	Rice	995
Stockton Sentinel	Stockton	Rooks	1864
Syracuse Journal	Syracuse	Hamilton	772
Telegraph (Waterville)	Waterville	Marshall	undis
Times-Sentinel	Cheney	Sedgwick	2685
Topeka Metro News	Topeka	Shawnee	undis
Ulysses News	Ulysses	Grant	2122
Valley Falls/Oskaloosa Combo	Valley Falls	Jefferson	4553
Wabaunsee County			
Signal-Enterprise	Alma	Wabaunsee	1340
Wamego Smoke Signal	Wamego	Pottawatomie	9728
Wamego Times	Wamego	Pottawatomie	1304
Washington County News	Washington	Washington	2750
Wellington NewsWellington	Sumner	2293	
Western Kansas World	WaKeeney	Trego	1348
Western Star	Coldwater	Comanche	987
Western Times	Sharon Springs	Wallace	3656
Westmoreland Recorder	Westmoreland	Pottawatomie	681
Wilson County Citizen	Fredonia	Wilson	3264
Wyandotte Daily News	Kansas City	Wyandotte	1750
Wyandotte Echo	Kansas City	Wyandotte	1027
Yates Center News	Yates Center	Woodson	1029

Newspapers – Spanish, Vietnamese, Urban & Aging

Newspaper	City	Niche	Circ
La Estrella	Dodge City	Spanish	3000
La Semana	Garden City	Spanish	3000
Tiempos	Wichita	Spanish	15200
El Lider	Liberal	Spanish	3800
Dos Mundos	Kansas City	Spanish	unknown
El Heraldo	Great Bend	Spanish	1300
La Vox	Emporia	Spanish	unknown
Ngay Nay (monthly)	Wichita	Vietnamese	unknown
KC Globe	Kansas City	Urban	10000
Community Voice	Wichita	Urban	6600
Active Aging	Wichita	Aging	55000

EXAMPLE Traditional Media Budget Summary

Television placement

12,028,110 gross impressions within Kansas \$XXXXXX

Radio placement

4,239,000 gross impressions within Kansas \$XXXXXX

Newspaper placement

3,095,151 total circulation within Kansas \$XXXXXX

Totals

19,362,261 gross impressions/circulation within Kansas \$XXXXXX

It should be noted that the budgets and audience delivery estimates contained in this plan are for planning purposes only. We cannot negotiate placement and guarantee rates on your behalf until we are named agency of record. Accordingly, the data contained in this plan has been compiled based on recent statewide campaigns we have launched for other clients.

It should also be noted that we have enjoyed tremendous success in negotiating matching weight for public service campaigns and not-for-profit clients. We are confident that we will experience the same type of success if we are chosen to represent the Kansas Secretary of State. The audience delivery estimates contained in this plan are based on paid advertising only. Actual audience delivery will be substantially larger based on anticipated matching weight from the stations and newspapers.

EXAMPLE MEDIA RATIONALE

a. *A clear and reasonable budget that maximizes the effective use of available funds.*

The budget will require very thoughtful and judicious planning to achieve all that's requested: research, creative development, television production and the level of service we would all agree is warranted. But we do not believe in taking risky short-cuts, or short-shrifting any aspect of this assignment. The budget submitted is our good-faith proposal to conduct professional research services that meet rigorous professional standards; a creative product that meets the test for communications effectiveness and production values; and highly responsive service quality.

- b. *A realistic timeline that reflects commitment to meet the timeframes for implementation of the campaign.*

The timeline proposed in 5.5 Methodology And Timeline we believe to be reasonable and in conformity with your requirements. We will be pleased to adapt that calendar to the realities of the KSC calendar of activities, priorities, and budget parameters.